



EUROPEAN
SOCIETY OF
CARDIOLOGY®

ESC Congress Report

ESC Congress 2015

16 November 2015



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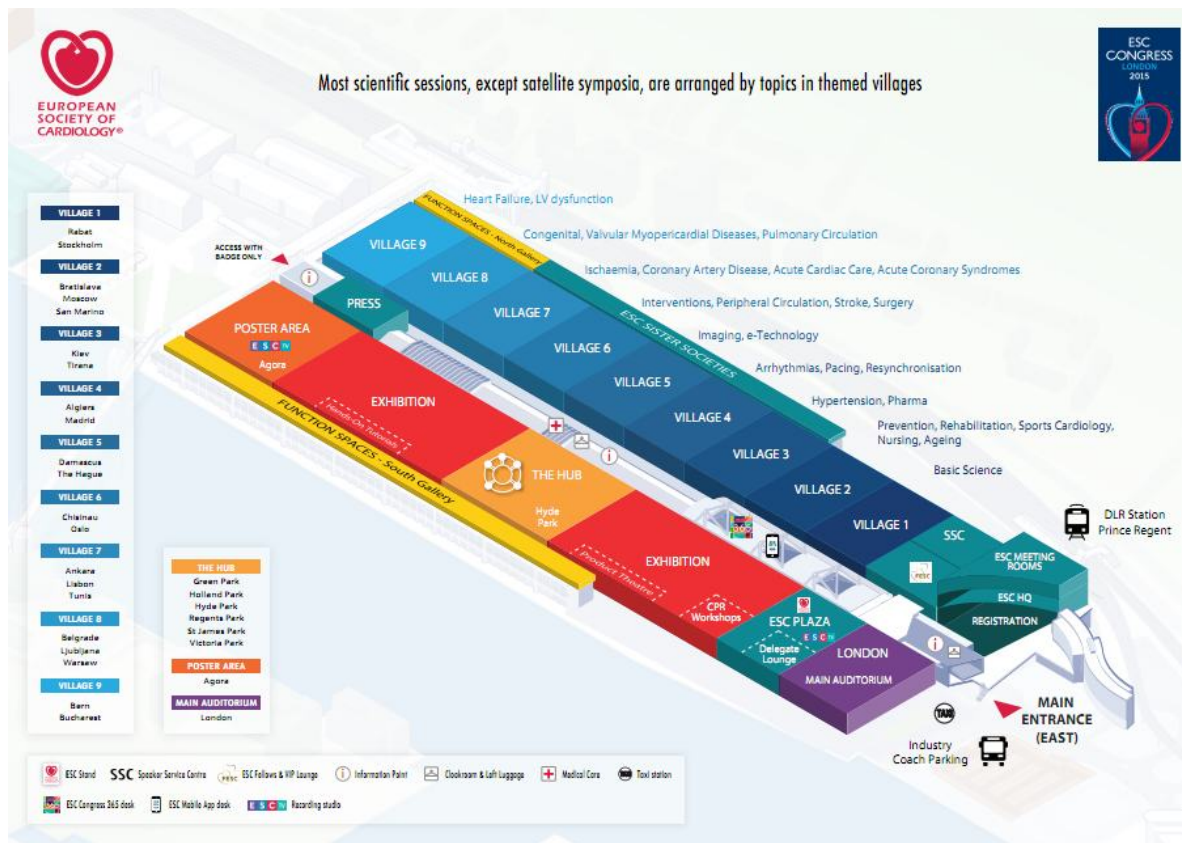
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1. Building Overview and General Congress Summary

1.1. Building Overview

The following image give an overview of the spaces designated to the various ESC Congress 2015 activities.

Photo 1: Building Overview: ESC Congress 2015 London ExCeL



1.2. General Congress Summary

1.2.1. Facts and Figures

Facts and Figures

144 Countries Represented

32 758 Participants

27 208 Delegates

4 956 Exhibitors

594 Press

1 541 Faculty members for 3 281 roles in the programme

507 ESC Scientific Programme sessions

326 Pre-Arranged Sessions

181 Abstract-based Sessions

32 Lecture Rooms

25 Regular Lecture Rooms

1 Focus Room

5 Hubs in Central Villiage

11 306 Abstracts Submitted

4 533 Accepted

3 920 All Posters and Moderated Posters Accepted

3 227 Posters

252 Best Posters

441 Moderated Posters

Industry sponsored Sessions

70 Satellite Symposia

4 Hands-On-Tutorials

Exhibition

10 369 m² Occupied

210 Exhibiting Companies

1.2.2. Congress Spotlight

“Environment and the Heart”

The spotlight of this year's Congress was “Environment and the Heart” which highlighted how environmental risks, in particular air and noise pollution, have a substantial impact on cardiovascular health.

2. Registration Data

2.1. General Attendance and Registration Figures

Table 1: ESC Congress General Attendance and Registration

Registration by Category	2011 Paris	2012 Munich	2013 Amsterdam	2014 Barcelona	2015 London
Physicians	26 355	21 440	24 561	24 622	27 208
Press	725	629	546	721	594
Total active participants	27 080	22 069	25 107	25 343	27 802
Exhibitors	5 277	5 210	4 883	4 987	4 956
Accompanying persons	540	n/a	n/a	n/a	n/a
Total Participants	32 897	27 279	29 990	30 330	32 758

The total participation between ESC Congress 2015 and 2011 are very similar, with slightly more participants for ESC Congress in 2011, but this is due to the accompanying persons. London and Paris are two major capital cities and this could explain the influence on congress participation.

In terms of active participation, ESC Congress 2015 is the biggest congress ever organised by the ESC.

Table 2: Group and Individual Registration

Group/Individual Registration	ESC 2011 Paris	ESC 2012 Munich	ESC 2013 Amsterdam	ESC 2014 Barcelona	ESC 2015 London
Individual	47%	54%	54%	54%	56%
Group	53%	46%	46%	46%	44%

For this year, individual registration versus group registration has increased.

NB: Group Registration = 10 or more registrations with the same reference and contact person.
A company can also sponsor individual registration.

Table 3: Registration Fees: 2011-2015

Registrations by fee period	ESC 2011 Paris	ESC 2012 Munich	ESC 2013 Amsterdam	ESC 2014 Barcelona	ESC 2015 London
Early Fee (31 May)	61%	58%	57%	60%	60%
Late Fee (31 July)	29%	31%	30%	32%	28%
On-site Fee (from 1 august)	10%	11%	13%	8%	12%

The majority of registration is done during the early fee period and this gives an indication for the final figure.

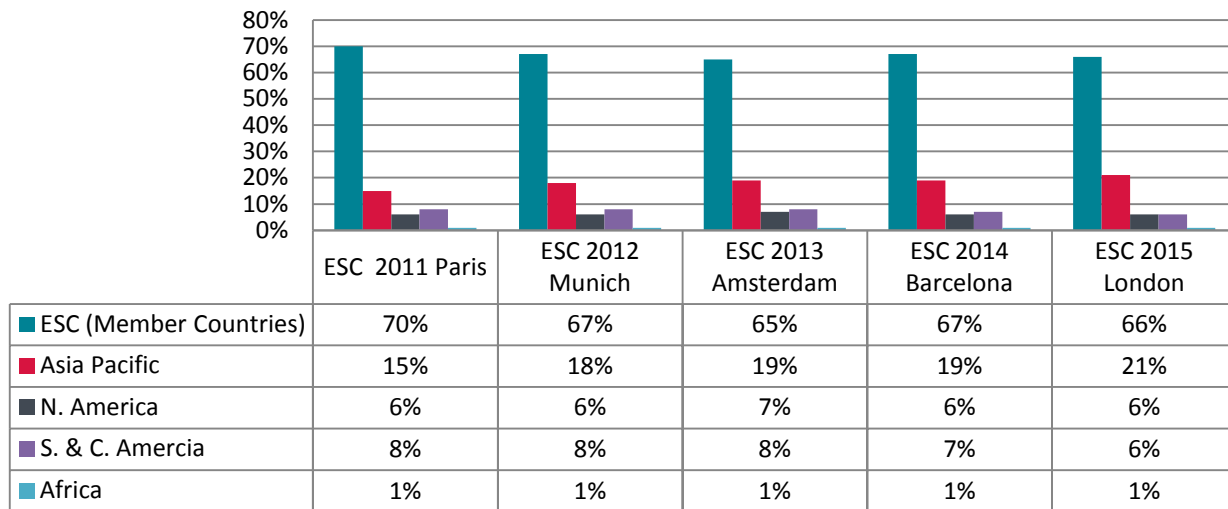
Table 4: Registration Fees: Free and Paid 2011-2015

Registration by fee type	ESC 2011 Paris	ESC 2012 Munich	ESC 2013 Amsterdam	ESC 2014 Barcelona	ESC 2015 London
Paying Registrations	85%	83%	84%	83%	83%
Free registrations	15%	17%	16%	17%	17%

The numbers of free registrations versus paying registrations have not changed since last year and are fairly stable since ESC Congress 2011.

2.2. Active Participants by Area

Figure 1: Registration by Area



In terms of percentage, there is a significant increase in participation from Asia Pacific to the detriment of South & Central America and ESC (Member Countries) regions. In terms of percentage North America is stable

Table 5: Registration by Region for ESC Congress

Registration figures by Region	2011 Paris	2012 Munich	2013 Amsterdam	2014 Barcelona	2015 London
ESC (Member Countries)	18 952	14 861	16 442	16 911	18 224
Asia Pacific	4 101	3 989	4 747	4 827	5 812
N. America	1 677	1 362	1 657	1 637	1 807
S & C America	2 174	1 683	2 045	1 737	1 657
Africa	154	157	216	217	302

The number of delegates coming from Africa has doubled since 2011 (Kenya, Nigeria, South Africa and Sudan contribute largely in this raise of participation). The number of delegates coming from the North America region has also increased in London. Maybe London as an English-speaking destination had an impact on this.

Figure 2: ESC Congress 2015: Registration by Region

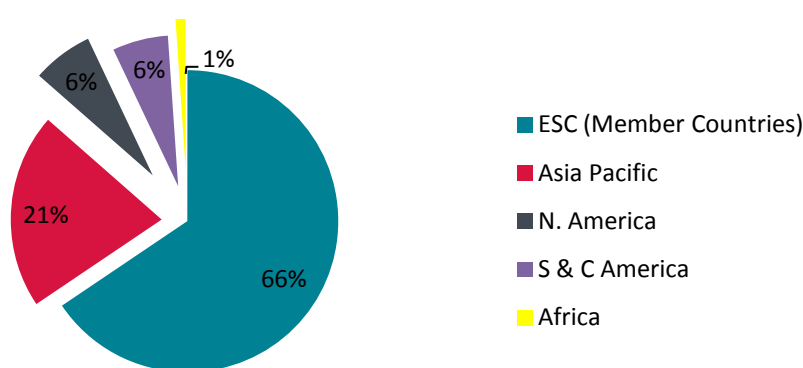


Table 6: Top 30 Country Breakdown

Rank	Country	No. Delegates	Rank	Country	No. Delegates
1	Germany	2 304	16	Turkey	504
2	United Kingdom*	1 934	17	Russian Federation	450
3	France	1 628	18	Denmark	447
4	Italy	1 439	19	Belgium	438
5	United States of America	1 252	20	Australia	419
6	China, People's Republic of	1 147	21	Austria	414
7	Japan	1 074	22	Bulgaria	395
8	Spain	920	23	Portugal	358
9	Brazil	799	24	Argentina	349
10	Netherlands	730	25	Romania	332
11	India	685	26	Norway	319
12	Switzerland	609	27	Egypt	305
13	Sweden	528	28	Czech Republic	296
14	Greece	520	29	Canada	296
15	Poland	511	30	Mexico	258

Germany, France and Italy still remain the first countries contributing with the most delegates, but for this year, the United Kingdom (the hosting country) comes in second position.

It is to be noted that four countries outside of the ESC member country region are part of the top ten countries.

2.3. Exhibitor Registration

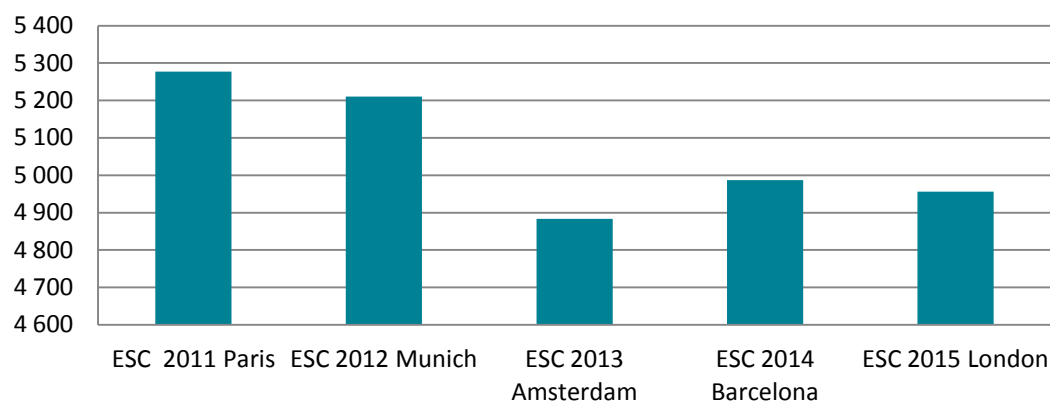
Total number of badges distributed to exhibitors: 4 956

Table 7: Types of Exhibitor Registration

Badge type	Paying	Free	Total
Diamond	0	76	76
Scientific	0	1 523	1 523
Standard	739	2 618	3 357
All Exhibitor badges	739	4 217	4 956

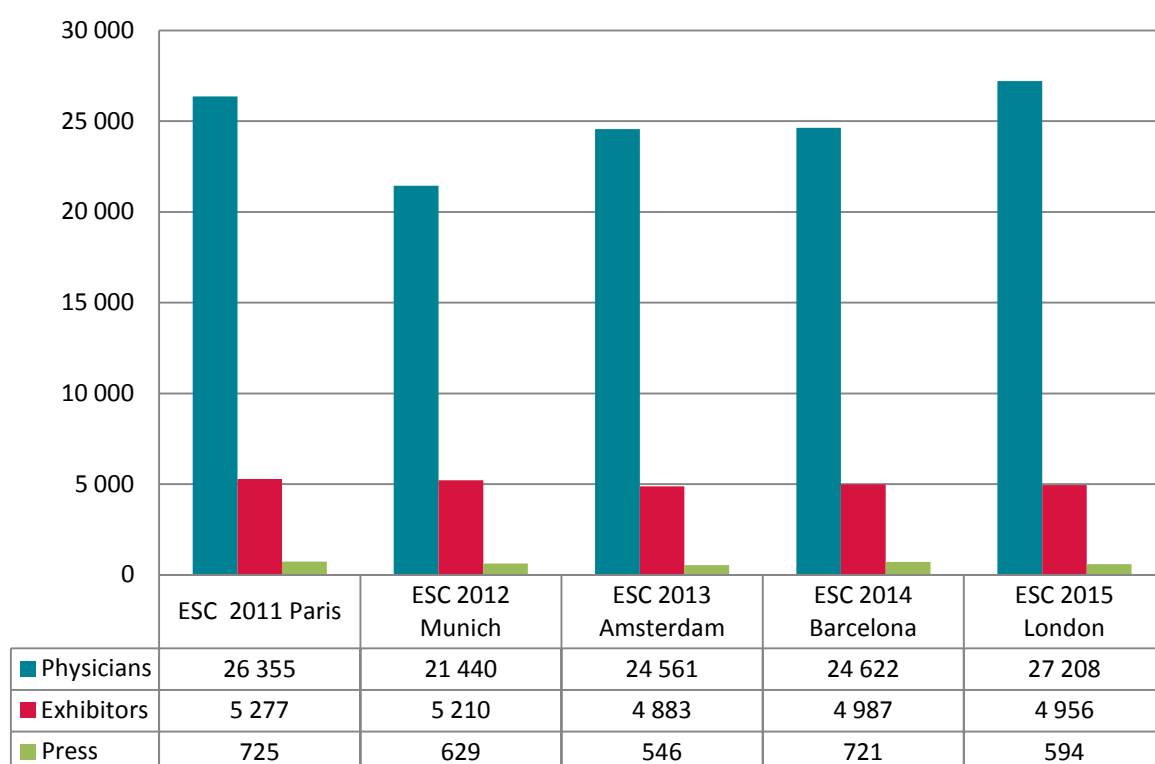
Exhibitor registration has decreased since ESC Congress Paris 2011 with ESC Congress 2013 in Amsterdam showing the lowest number of exhibitors.

Table 8: Exhibitor Badges 2011-2015



2.4. Congress Participation by Year 2011 – 2015

Figure 3: Congress Participation by Category



It is essential to note that the above chart excludes the number of accompanying persons for ESC Congress 2011 in Paris, after that year, this category was no longer available.

2.5. Profiles

2.5.1. Delegate Profile

Every delegate has a My ESC Profile account, which holds their personal and contact details. Within the Profile, the delegate can also log information related to their professional activity, interests and communication preferences. At Congress, delegates are encouraged to update their profile information through the 'Raise your My ESC Profile' initiative.

2.5.2. Attendee Profile: Last Five Years

The profile information presented below shows the last five years of attendee profiles.

Whilst there is significant turnover of attendees from year to year, their profiles have remained very similar over the five-year period.

2.5.3. Profession

64% of delegates provided Profession information this year. They can only choose one category. The following table outlines the breakdown of Professions and the distribution is consistent with previous years.

Table 9: Delegates by Profession

Profession	2011	2012	2013	2014	2015
Cardiologists	68.8%	68.3%	69.9%	69.5%	69.3%
Cardiologist – Trainees	7.4%	7.7%	7.7%	8.2%	8.8%
Other Medical Specialities	7.2%	7.2%	6.4%	6.5%	6.3%
Scientist	4.8%	5.1%	5.3%	5.5%	5.5%
Industry/Agent	5.0%	5.3%	4.6%	4.4%	4.2%
Nurse	2.0%	1.6%	1.7%	1.8%	1.6%
Press/Medical Writer	1.7%	1.7%	1.6%	1.4%	1.5%
General Practitioner	1.2%	1.2%	1.1%	1.0%	1.0%
Surgeon	0.9%	0.9%	0.8%	0.9%	0.8%
Technician	0.6%	0.6%	0.5%	0.5%	0.5%
Public Health Organisation/NGO	0.3%	0.3%	0.2%	0.2%	0.3%
PR Agency/Comms	0.1%	0.1%	0.1%	0.1%	0.2%
Total	100%	100%	100%	100%	100%

2.5.4. Fields of Interest

Individuals can choose as many Fields of Interest as they wish from a list of 33 categories (which mostly reflect the ESC core syllabus categories). The average number of categories chosen per attendee this year is 7.3. The information was provided by 64% of attendees. Note that three new categories were introduced this year: General Cardiology, Emergency Unit/Care and Consultant.

Table 10: Fields of Interest of Participants

Fields of Interest	2011	2012	2013	2014	2015
Heart Failure (HF)	55%	55%	58%	58%	58%
Acute Coronary Syndromes (ACS)	52%	53%	55%	55%	54%
Hypertension	41%	42%	43%	41%	41%
Atrial Fibrillation	36%	38%	39%	41%	41%
Arrhythmias	36%	36%	38%	38%	39%
Non-invasive imaging - Echocardiography, CMR, CT and Nuclear Techniques	36%	36%	38%	37%	39%
Chronic Ischemic Heart Disease (IHD)	36%	37%	38%	38%	38%
Valvular Heart Diseases	30%	31%	32%	33%	34%
Myocardial Disease	25%	26%	27%	27%	27%
Diabetic Heart Disease	25%	26%	26%	25%	25%
Invasive imaging - Cardiac Catheterisation and Angiography	21%	23%	24%	24%	25%
Interventional Cardiology	14%	19%	20%	24%	25%
Sudden Cardiac Death and Resuscitation	21%	22%	23%	24%	24%
Syncope	21%	21%	22%	23%	23%
Cardiovascular Rehabilitation and Secondary Prevention – Long-term Management	23%	23%	24%	23%	22%
Basic Science	17%	19%	19%	19%	19%
Clinical Pharmacology	17%	18%	19%	19%	18%
Infective Endocarditis	16%	16%	17%	17%	18%
Thromboembolic Venous Disease	15%	16%	16%	17%	17%
Peripheral Arterial Diseases	14%	15%	15%	15%	16%
Primary Pulmonary Hypertension (PPH)	14%	15%	15%	15%	16%
Congenital Heart Disease	13%	14%	15%	14%	16%
Pericardial Disease	12%	13%	14%	14%	15%
Pregnancy and Heart Disease	11%	12%	13%	12%	13%
Rehabilitation and Exercise Physiology	12%	11%	13%	12%	13%
Cardiac Consult	11%	11%	12%	12%	13%
Diseases of the Aorta and Trauma to the Aorta and Heart	10%	11%	11%	11%	12%
Genetics	8%	9%	9%	10%	10%
Cardiac Tumours	8%	7%	6%	7%	7%
Other	8%	8%	7%	7%	7%
General Cardiology (new category 2015)					4%
Emergency Unit/Care (new category 2015)					2%
Consultant (new category 2015)					1%
Average Fields of Interest per person	6.6	6.8	7.1	7.2	7.3

2.5.5. CME Preferred Format

Table 11: CME Preferred Formats: 2011-2015

CME Preferred Format	2011	2012	2013	2014	2015
Congresses and Meetings	81%	85%	89%	88%	88%
Scientific Journals and Publications	75%	76%	81%	80%	80%
Online Education	60%	60%	66%	66%	67%
Average CME Preferred Format per person	2.2	2.3	2.4	2.3	2.3

2.5.6. Speciality

Speciality was introduced as a new profile category in October 2013 to record a single Specialty for each individual. The list is broadly the same as that of the Fields of Interest. The information for this category was provided by 51% of attendees.

Table 12: Attendees' Speciality Field of Interest

Specialty	2014	2015
Interventional Cardiology	14.7%	14.8%
Heart Failure (HF)	11.3%	10.9%
Non-invasive imaging - Echocardiography, CMR, CT and Nuclear Techniques	10.2%	10.0%
Other	8.8%	8.9%
Acute Coronary Syndromes (ACS)	9.5%	8.6%
Arrhythmias	8.6%	8.6%
Cardiac Consult	6.3%	6.0%
Basic Science	5.8%	5.0%
Hypertension	4.1%	3.9%
Atrial Fibrillation	3.0%	2.8%
Cardiovascular Rehabilitation and Secondary Prevention – Long-term Management	2.3%	2.2%
Chronic Ischemic Heart Disease (IHD)	2.4%	2.0%
Valvular Heart Diseases	2.1%	2.0%
Congenital Heart Disease	1.9%	1.8%
Myocardial Disease	1.4%	1.2%
Invasive imaging - Cardiac Catheterisation and Angiography	0.9%	1.1%
Rehabilitation and Exercise Physiology	0.8%	0.8%
Diabetic Heart Disease	0.8%	0.8%
Primary Pulmonary Hypertension (PPH)	0.8%	0.8%
Clinical Pharmacology	0.8%	0.8%
Thromboembolic Venous Disease	0.9%	0.7%
Peripheral Arterial Diseases	0.6%	0.6%
Genetics	0.5%	0.6%
Sudden Cardiac Death and Resuscitation	0.7%	0.5%
Syncope	0.3%	0.2%
Infective Endocarditis	0.2%	0.2%
Diseases of the Aorta and Trauma to the Aorta and Heart	0.1%	0.2%
Pregnancy and Heart Disease	0.1%	0.1%
Pericardial Disease	0.1%	0.1%
Cardiac Tumours	0%	0.1%
Total	100%	100%

3. Scientific Programme

3.1. Summary

Pre-arranged and abstract sessions = 507 sessions

Abstract Sessions

181 abstract sessions

- 55 Advances in Science
- 42 Rapid Fire Abstract sessions
- 6 Young Investigators Awards sessions
- 63 Moderated Poster sessions
- 7 Best Poster sessions
- 7 Poster sessions
- 1 Nurse Investigators Awards session

Pre-Arranged Sessions

326 Regular pre-arranged sessions

199 CPC/Associations/Working Groups/Councils sessions including:

- 158 Symposia
- 13 Debate sessions
- 28 Case-based symposia
- 27 Meet the Experts
- 10 Guidelines in Daily Practice

127 Special sessions including

- 3 Highlight sessions
- 20 Hot Line sessions
 - 6 Hot Lines
 - 6 Clinical Trial and Registry Updates
 - 2 Basic and Translational Science Hot Lines
 - 6 Meet the Trialist sessions
- 6 ESC Practice Guidelines sessions
 - 3 Meet the Guidelines Task Force sessions
- 3 Meet the Legends
- 4 ESC Named Lectures
 - ESC Rene Laennec Lecture on Clinical Cardiology
 - ESC William Harvey Lecture on Basic Science
 - ESC Andreas Grüntzig Lecture on Interventional Cardiology
 - ESC Geoffrey Rose Lecture on Population Sciences
- 14 My NCS@ESC sessions
- 15 Science@breakfast sessions
- 3 Cardiac Anatomy and Pathology Live sessions
- 19 Special sessions
 - 3 Heart Team sessions
 - 1 ESC Cardiology Quiz
 - 3 European Heart Journal sessions
 - 1 Journey to Stockholm
 - 1 ESC Registries session
 - 1 ESC/EU session
 - 9 other sessions

A total of 51 joint sessions include in the above Split (amongst symposium / special sessions etc

3.2. Scientific Programme Schedule Evolution

This year all Villages opened on Saturday at 11:00 and the Villages were closed on Wednesday. On Wednesday, highlight sessions took place

8:30 – 10:00 Basic Science Highlights
9:00 – 10:00 ESC Clinical Practice Guidelines 2015 - Highlights

The congress concluded as before with the plenary Congress Highlights.

3.3. The Hub

This year The Hub was composed of Hyde Park (500 seats) surrounded by five open rooms with round stages with a capacity of 250 seats each. This means one extra hub compared to last year.

Photo 2: The Hub During Scientific Session (1)



Photo 3: The Hub During Scientific Session (2)



The sessions held in The Hub:

- General Cardiology for Physicians, Technicians and General Practitioners
- General Cardiology for Nurses and Allied Professionals
- My NCS@ESC sessions
- COT Track
- SOT Track
- A Day with the Legends
- Young Investigator Award sessions (except for Basic Science which was held in its Village)
- Meet the Trialists
- Heart Team sessions (Hyde Park)
- ESC Cardiology Quiz
- Rapid Fire Abstract sessions
- The European Heart Journal sessions

3.4. Sessions and Tracks in the ESC Congress 2015 Scientific Programme

3.4.1. General Cardiology Track

A full day programme, designed to update healthcare professionals, took place on Saturday 29 August as an introduction to ESC Congress 2015. The dedicated programmes covered the most relevant issues these professionals have to face on a daily basis.

Each track had three sessions held in The Hub

- General Cardiology for Physicians, Technicians and General Practitioners
- General Cardiology for Nurses and Allied Professionals

These programmes were organised in conjunction with the ESC Council for Cardiology Practice, the ESC Council on Cardiovascular Primary Care and the ESC Council on Cardiovascular Nursing and Allied Professions, in collaboration with British partner groups and associations.

3.4.2. Cardiac Anatomy and Pathology Live sessions

Three sessions with live demonstration on heart specimens in room Warsaw, Village 8 with a room set up including a demo stand, camera and large screen. Session organised by the WG17 Development, Anatomy and Pathology.

3.4.3. Heart Team sessions

Photo 4: Heart Team Session (1)



Photo 5: Heart Team Session (2)



Sessions presented the essential interactions between all professionals involved in the management of the incoming patient. They offered an opportunity to witness the cardiovascular team in action and how all specialties come together. These sessions required coordination with the filming crew to create footage illustrating the Team in action at a selected centre.

These sessions replace last year's Global Focus sessions.

The three participating centres:

- Hospital Louis Pradel – Lyon – Professor Jean Francois Obadia
- The Heart and Lung Centre – Wolverhampton – Doctor Michael Norell
- Institute for Clinical and Experimental Medicine - Prague – Professor Joseph Kautzner

3.4.4. COT Track



This is an educational track for the young cardiologists in training and in practice. It consists of a dynamic specific educational track throughout the Congress that will provide young cardiologists, with some of the most relevant and up to date information on key areas in cardiovascular medicine. This track is created by the COT Nucleus.

The track consisted of 17 sessions, including:

- 7 Symposia
- 3 Science@breakfast sessions
- 6 Clinical case sessions
- 1 Challenging case session

All sessions have been held in a dedicated room - Green Park, The Hub from Saturday to Tuesday. One "additional" session has been added and held in the Agora, Poster Area.

The track also included 2 joint sessions with the British Junior Cardiologists' Association and 1 joint session with the Brazilian young community.

NB – Since 2014, the Cardiologists of Tomorrow track has an increasing number of sessions in the scientific programme.

3.4.5. SOT Track



The "Scientists of Tomorrow" is a group of young proactive basic and clinical researchers, who will work closely with the Council on Basic Cardiovascular Science to fulfil its mission in promoting and supporting basic science among young ESC members. Members of the "Scientists of Tomorrow" will contribute to the scientific, educational and advocacy activities of the ESC paving the way of its future.

The track consisted of 9 sessions including

- 6 Symposia
- 3 Science@breakfast sessions

All sessions were held in a dedicated room – Regents Park, The Hub from Saturday to Tuesday.

NB – In 2014, this track was part of the Basic Science Village. Now the SOT Nucleus created for the first time their own track.

3.4.6. A day with the Legends

This track consists of three different sessions held on Sunday 30 August in a dedicated room – Regents Park, The Hub.

Photo 6: A Day with the Legends Session



Photo 7: ESC Named Lecture Session



Meet the Legends

This innovative programme aims to provide younger cardiologists and the general audience with a unique opportunity to interact with true legends, individuals who have changed the landscape of modern cardiology.

50-minute sessions with an open forum for questions at the end.

This year the three Gold medallist winners invited for the Meet the Legends:

- KAA Fox (Nethy Bridge, UK)
- RL Popp (Palo Alto, US)
- M Haissaguerre (Pessac, FR)

ESC Named Lectures

- ESC Geoffrey Rose Lecture on Population Sciences – K-T Khaw (Cambridge, UK)
- ESC Rene Laennec Lecture on Clinical Cardiology – G R Sutherland (London, UK)
- ESC William Harvey Lecture on Basic Science – A R Pries (Berlin, DE)
- ESC Andreas Grüntzig Lecture on Interventional Cardiology – B Meier (Bern, CH)

40 minutes sessions with an award diploma and silver medal presented to the awardee at the end of the session

New! - A journey to Stockholm

This programme was complemented with the exceptional participation of Nobel Prize Laureate Doctor Elizabeth Blackburn. The programme also included an exceptional Young Investigator Award Session on the topic of ageing and senescence.

Title of the session: Ageing and cardiovascular disease: role of cellular senescence.

3.4.7. Guidelines Track

The ESC Clinical Practice Guidelines sessions are outlined below according to day and time.

Sunday 30 August

- 8:30 ESC Guidelines - Overview
- 14:00 ESC Guidelines - Acute Coronary Syndromes Non-ST-Elevation
- 15:40 Meet The Guidelines Task Force I –
 - Ventricular Arrhythmias and Sudden Cardiac Death, Pulmonary Hypertension

Monday 31 August

- 8:30 ESC Guidelines - Ventricular Arrhythmias and Sudden Cardiac Death
- 14:00 ESC/ERS Guidelines - Pulmonary Hypertension
- 15:40 Meet The Guidelines Task Force II - Acute Coronary Syndromes Non-ST-Elevation

Tuesday 1 September

- 8:30 ESC Guidelines - Infective Endocarditis
- 14:00 ESC Guidelines - Pericardial Diseases
- 15:40 Meet The Guidelines Task Force III - Infective Endocarditis and Pericardial Diseases

Wednesday 2 September

- 9:00 ESC Clinical Practice Guidelines 2015 - Highlights

3.4.8. My NCS @ ESC Track – New Track in 2015

This programme highlights the contribution of National Cardiac Societies to the ESC Congress. Seven societies have each designed their "My NCS@ESC" track. A series of Guidelines in daily practice sessions based on 2013/2014 ESC Clinical Practice Guidelines and the new 2015 Guidelines.

In addition, a representative from each society takes part in the ESC Cardiology Quiz to compose the international team. These sessions have been developed in collaboration with the ESC Clinical Practice Guidelines Task Force and Education department and an appointed CPC Coordinator.

All sessions were held in The Hub.

Table 13: Participating Countries in the My NCS@ESC Sessions 2015

Country	Topic Session 1	Topic Session 2	No. Faculty Involved
Germany	Atrial Fibrillation	NSTE-ACS	17
Israel	Aortic diseases - TAVI	Ventricular Arrhythmias and Sudden Cardiac Death	15
Norway	Acute Coronary Syndrome	Sudden Cardiac Death	14
Russian Federation	Aortic Diseases	Ventricular Arrhythmias	17
Serbia	Heart Failure	NSTEMI	17
Turkey	Diabetes	Pulmonary Hypertension	17
United Kingdom	Hypertrophic Cardiomyopathies	Endocarditis	16

3.5. Special features in ESC Congress 2015 Scientific Programme

3.5.1. Spotlight of the Congress

The Spotlight of the ESC Congress 2015 was "Environment and the Heart" and highlights the many different kinds of interactions between the Environment and Cardiovascular Diseases.

25 sessions Spotlight of the Congress.

3.5.2. Mobile App Interactive sessions

Mobile App Interactive sessions are designed to actively involve the audience in the scientific exchange:



- Meet the Experts
- Guidelines in daily Practice
- Case-based symposia

Speakers invited to present in Mobile App Interactive sessions were asked to include "Question Slides" in their presentation. The sessions contained a high level of interactivity with the audience and the material was suitable for educational purposes.

This year there were 85 Mobile App interactive sessions with a total number of votes of **12 750** for 573 questions. An average of 22 votes per question.

A total of 709 questions have been sent through the mobile app to the chairpersons of the session.

Table 14: Mobile App Interactive Sessions: Comparison of Number of Votes and Questions:

No. Votes 2014	No. Questions 2014	No. Votes 2015	No. Questions 2015
7 678	283	12 750	573

As an important note, the voting process depends on reliability of the Wi-Fi network. Some incidents occurred and affected functionality.

3.5.3. New Feature - Rehearsals

In order to comply with some sessions with specific content and technology requirements (Mobile App Voting functionality), rehearsals have been organised for Meet the Experts/Guidelines in Daily Practice and a few more selected sessions.

This was the opportunity for Chairpersons and Discussants to familiarise themselves with the cases to be presented and coordinate the discussions which should ensue during the dedicated discussion time in the session.

An email with instructions and schedule has been sent to the faculty involved in the session. The activity was booked for each in their Congress schedule (My Agreements)

Rehearsal area was located at the SSC - Speaker Service Centre

A computer was available to view the presentations and discuss the session programme - Chairpersons should have led the rehearsal - A technician was available in case some changes needed to be made to the presentations

A staff member is available during the rehearsal to provide the information on the Mobile App.

Hot Line Sessions Rehearsals

Rehearsals were also organised for the Hot Line Sessions. Invitations have been sent accordingly. These rehearsals took place directly in the lecture room, as the purpose of the rehearsal was to discuss the flow of the session and to coordinate the required staging.

In total 79 rehearsals have been scheduled, including the mobile app rehearsals at the Speaker Service Centre, Highlight sessions rehearsals, Hot Line rehearsals and rehearsals for the Best of ESC Congress.

Mobile App rehearsals in SSC room.

79 rehearsals were been scheduled in the SSC (Mobile App) for which 357 faculty members have been invited for 438 roles.

Table 15: Attendance for Rehearsals

Description	No. Faculty	Percentage
Attended	248	70%
No Show	69	19 %
Replied No but Attended	4	1%
Replied No and Did Not Attend	36	10%

A very positive feedback received on these rehearsals.

Highlight Rehearsal in Highlight room

Seven rehearsals have been scheduled

Best of ESC Congress

29 August	12:00 – 13:00
1 September	15:30 – 17:30
2 September	15:00 – 17:00

Congress Highlights

29 August	15:00 – 17:00
1 September	18:30 – 19:30
2 September	18:00 – 21:00

Basic Science Highlights

1 September	12:00 – 14:00
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Rehearsals in Lecture Rooms

Ten rehearsals have been scheduled including Hot Line, Heart Team and ESC Cardiology Quiz.

Table 16: Attendance of Rehearsals in Lecture Rooms

Accepted/Attended	Roles	No. Faculty
No answer	20	20
No	4	3
Yes	88	87
Grand Total	112	110

3.5.4. ESC TV – Scientific Programme Contribution

- Defined the selection of programme content with Steen Kristensen and Laura Ernande
- Entered the interviews in the system
- Scheduled the interviews
- Sent out invitations and follow up on replies
- Answered questions from interviewers/interviewees
- Reconfirmation of interview appointment on-site
- Provided listings to the studio team

There were two interview areas: The Main Stage near ESC Plaza and the Poster Stage next to the Agora in the Poster Area.

4 types of interviews – four different invitations have been sent

3.5.4.1. Late Breaking Science

A factual interview on a Hot Line, CTU or Registry abstract. A medical journalist interviewed the speaker of Hot Lines, Trials and Registry Sessions.

Identified the Late Breaking Science in the programme

3.5.4.2. ESC Guidelines

A panel discussion on how ESC Guidelines will impact clinical practices. Two chairpersons of ESC Guidelines discussed key messages with two reviewers.

Liaised with Guidelines Department for selection of the interviewers and interviewees.

3.5.4.3. Experts Words

In-depth discussions whereby cardiologists share their experiences on clinical practices discussed during the sessions. One chair or speaker from the scientific session discussed with two other contributors from the same session.

Identified the sessions with topics potentially interesting for an interview and provided listings including faculty to Professor Steen Kristensen for selection of the scientific content

3.5.4.4. Young Researchers

Interview with a young abstract presenter discussing his/her abstract. The interviewer is involved in young communities. Both interviewer and interviewee are aged under 35.

Identified all Young researchers in the categories: YIA 2014 – YIA 2015 (potential) – Moderated Posters 2014 / 2015 - Best Posters – YIA not selected for YIA 2015.

Identified potential interviewers in collaboration with the different associations.

Listings sent to Laura Ernande with suggestions taking into account an equal representation of topics and countries

97 interviews have been scheduled – 210 invitations have been sent to 182 faculty members.

3.6. ESC Congress 2015 Faculty

A total of 1 541 faculty members invited for 3 281 roles.

Table 17: Role Repartition

Roles	No. Faculty
Chairperson	1002
Discussant	728
Judge Abstract	21
Speaker	1530
Grand Total	3281

Table 18: Faculty Gender

Description	No. Faculty	No. Roles
Female	341	709
Male	1200	2572
Grand Total	1541	3281

Table 19: Fellows amongst Faculty

Role	No. Faculty	No. Roles
None	786	1 313
EFESC	8	20
FESC	714	1 861
FESC FHFA	18	60
FHFA	5	8
NFESC	8	17
NFESC FHFA	2	2
Grand Total	1 541	3 281

Figure 4: Repartition of Roles: Female and Male

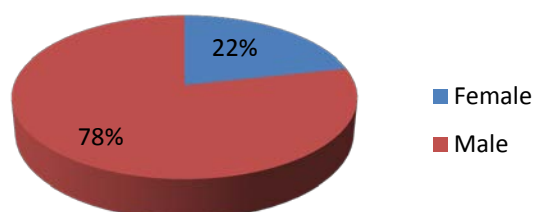


Figure 5: Repartition of Roles by Title

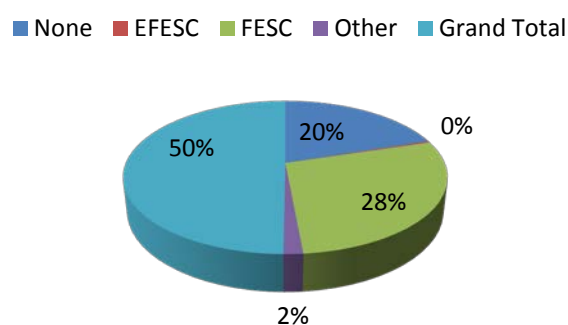


Table 20: Faculty by Age Bracket

Age	No. Faculty	No. Faculty in %	No. Roles	No. Roles in %
35 and below	72	13%	108	3%
36 - 46	338	34%	627	19%
47- 57	606	33%	1380	42%
58 - 68	436	16%	1004	31%
69 and above	78	2%	151	5%
N/D	11	2%	11	0%
Grand Total	1541	100%	3281	100%

Figure 6: Number of Roles by Age Bracket

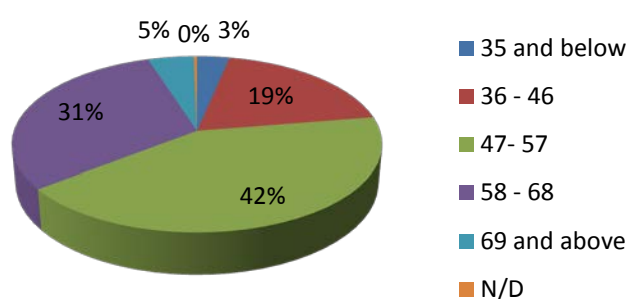


Table 21: Faculty Members by Region

Region	No. Faculty	No. Roles			
Africa (non ESC)	4	7			
Asia Pacific	93	145			
ESC	1 263	2 818			
North America	160	273			
South & Central America	21	38			
Total	1 541	3 281			

Figure 7: Number of Faculty and Roles by Region

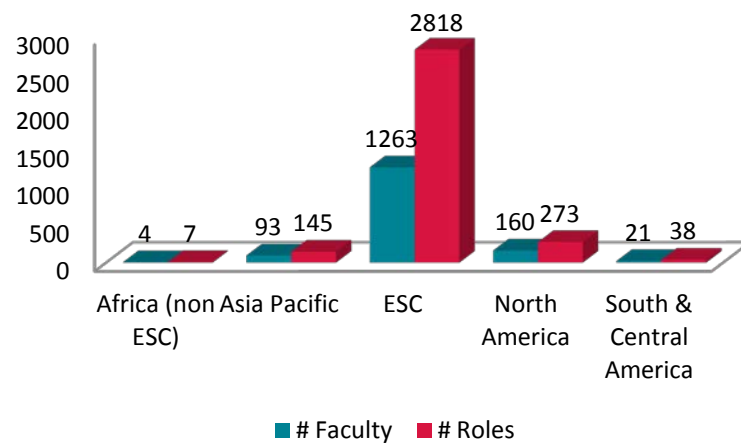


Table 22: Faculty Members by Country

Countries	No. Faculty	No. Roles	Countries	No. Faculty	No. Roles
United Kingdom	217	479	Egypt	6	11
North America	160	273	Ireland	5	9
Germany	151	376	Mexico	5	5
France	142	318	Argentina	5	5
United States of America	133	236	South Africa	3	6
Italy	132	314	Slovenia	3	7
Netherlands	74	140	Tunisia	3	5
Spain	68	168	Malaysia	2	3
Belgium	52	144	Taiwan	2	2
Switzerland	43	101	Bosnia and Herzegovina	2	2
Sweden	39	98	Iceland	2	2
Greece	37	62	Slovak Republic	2	3
Norway	30	67	Cameroon	1	1
Japan	29	50	Bahrain	1	1
Poland	28	50	Indonesia	1	2
Denmark	26	58	Iran	1	1
Israel	26	45	Iraq	1	1
Portugal	24	76	Kyrgyzstan	1	1
Turkey	24	34	Algeria	1	1
Serbia	22	31	Bulgaria	1	1
Canada	22	32	Cyprus	1	1
Austria	21	51	Estonia	1	1
Russian Federation	20	36	Kosovo, Republic of	1	1
Brazil	15	32	Latvia	1	1
India	14	15	Lebanon	1	1
Finland	14	29	Lithuania	1	1
Czech Republic	13	36	Luxembourg	1	1
Australia	10	24	Macedonia	1	1
China, People Republic of	12	20	Malta	1	1
Romania	9	21	Monaco	1	1
Korea, Republic of	7	7	Morocco	1	1
Croatia	7	13	Ukraine	1	2
Hungary	7	17	Venezuela	1	1
Saudi Arabia	6	8	Total	1 541	3 281
Singapore	6	10			

Table 23: ESC Congress Faculty: Five-Year Comparison by Country

Country	2011	2012	2013		2014		2015	
	Faculty	Faculty	Faculty	Rank	Faculty	Rank	Faculty	Rank
United Kingdom	134	113	152	1	163	1	217	1
Germany	161	172	138	2	153	2	151	2
France	128	98	92	6	108	5	142	3
United States of	113	98	107	3	124	4	133	4
Italy	115	127	99	5	141	3	132	5
Netherlands	71	78	105	4	82	7	74	6
Spain	58	68	54	8	106	6	68	7
Belgium	47	40	56	7	51	9	52	8
Switzerland	52	54	42	9	59	8	43	9
Sweden	31	28	39	10	45	11	39	10
Greece	32	27	35	11	49	10	37	11
Norway	14	17	16	19	16	18	30	12
Japan	13	25	29	12	25	15	29	13
Poland	24	23	19	16	29	14	28	14
Denmark	16	20	26	13	35	12	26	15
Israel	8	11	17	17	17	17	26	15
Portugal	16	19	8		16	18	24	16
Turkey	8	6	7		10	25	24	17
Canada	14	16	23	14	14	20	22	18
Serbia	6	9	8		5	32	22	18
Austria	21	24	20	15	30	13	21	19
Russian Federation	8	3	10		13	21	20	20
Brazil	9	13	17	17	18	16	15	21
Finland	15	8	15	20	13	21	14	22
India	7	7	14		12	23	14	22
Czech Republic	10	9	12		10	25	13	23
China, PROC	10	7	7		8	29	12	24
Australia	6	6	7		9	27	10	25
Romania	2	7	9		11	24	9	26

Country	2011	2012	2013		2014		2015	
	Faculty	Faculty	Faculty	Rank	Faculty	Rank	Faculty	Rank
Croatia	2	4	3		4	34	7	27
Hungary	5	5	8		8	29	7	27
Korea, Republic of	3	3	3		5	32	7	27
Egypt			1		4	34	6	28
Saudi Arabia	3	1	2		9	27	6	28
Singapore	3	7	3		4	34	6	28
Argentina	5	8	7		4	34	5	29
Ireland	6	7	4		3	41	5	29
Mexico	3	5	5		6	31	5	29
Slovenia	5	5	5		4	34	3	30
South Africa	3	4	4		3	41	3	30
Tunisia	1	2	1		1	48	3	30
Bosnia and Herzegovina					1	48	2	31
Iceland	2	1			1	48	2	31
Malaysia	1	1	1				2	31
Slovak Republic	3	3	3		4	34	2	31
Taiwan		1	5		4	34	2	31
Algeria							1	32
Bahrain							1	32
Bulgaria	1	1			1	48	1	32
Cameroon							1	32
Cyprus			1		2	44	1	32
Estonia		2	1		1	48	1	32
Indonesia							1	32
Iran							1	32
Iraq					1	48	1	32
Kosovo, Republic of	1		1		1	48	1	32
Kyrgyzstan							1	32
Latvia	1	1	1		1	48	1	32
Lebanon							1	32

Country	2011	2012	2013		2014		2015	
	Faculty	Faculty	Faculty	Rank	Faculty	Rank	Faculty	Rank
Lithuania			1		3	41	1	32
Luxembourg	3	1	1		1	48	1	32
Macedonia		1			1	48	1	32
Malta							1	32
Monaco					2	44	1	32
Morocco							1	32
Ukraine		1	1				1	32
Venezuela							1	32
Albania								
Armenia					1	48		
Bangladesh		1			1	48		
Botswana								
Chile	1		1		2	44		
Colombia	1							
Costa Rica			1					
Dominican Rep								
Georgia, Republic of								
Ghana								
Kuwait	1	1	3		1	48		
Libya								
Mozambique		1						
Myanmar								
New Zealand	1	2	1		2	44		
Pakistan								
Panama			1					
Philippines	1							
Sudan								
Syrian Arab Rep								
Thailand	1	1	2					
United Arab Emirates			1		1	48		

Country	2011	2012	2013		2014		2015	
	Faculty	Faculty	Faculty	Rank	Faculty	Rank	Faculty	Rank
Uruguay	2	2			1	48		
Western Samoa								
Total	1208	1205	1255		1460		1541	
Number of countries	54	56	58		62		67	

An increase in the number of faculty involved in the programme, mainly due to more sessions with panel discussion - More experts invited to contribute in the discussions.
To be noted as well more countries represented amongst the faculty.

3.7. Clinical Cases from ESC “Cardiologists of Tomorrow”

Applicants had to be under 36 at the time of presentation.
376 cases were submitted and 46 were accepted.

- 4 Cases were accepted and discussed during the Award session “Challenging Case reports”.
- 42 Cases were accepted in six Sessions “Case-based learning from the ESC Cardiologists of Tomorrow” that were held in Green Park in the Hub.

3.8. Late-Breaking Science Programme

236 Late-Breaking Science submissions divided as follows:

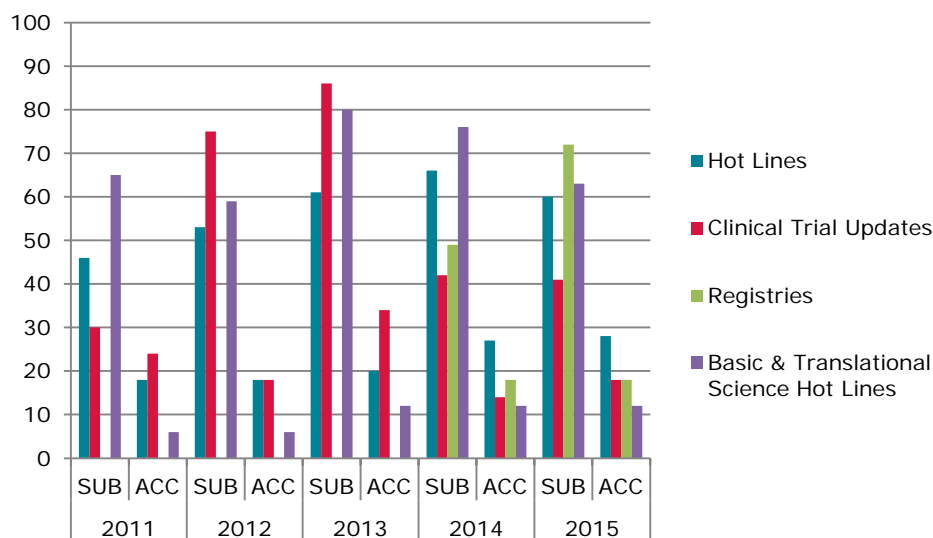
- 60 Hot Lines – 41 Clinical Trial Updates – 72 Registries – 63 Basic and Translational Science Hot Lines
- 76 Accepted:
- 28 Hot Lines – 18 Clinical Trial Updates – 18 Registries – 12 B&TSHL

The table below outlines the Late Breaking Science submissions (SUB) and acceptances (ACC).

Table 24: Late Breaking Science Submissions and Acceptances

	2011		2012		2013		2014		2015	
	SUB	ACC	SUB	ACC	SUB	ACC	SUB	ACC	SUB	ACC
Hot Lines	46	18	53	18	61	20	66	27	60	28
Clinical Trial	30	24	75	18	86	34	42	14	41	18
Registries							49	18	72	18
Basic and Translational Science	65	6	59	6	80	12	76	12	63	12
Total	141	48	187	42	227	66	233	71	236	78

Figure 8: Late Breaking Science Submissions and Acceptances Graph



It is important to note that Clinical Trial Update and Registry submissions were all together until 2013. They were separated since ESC Congress 2014.

3.8.1. Hot Line Sessions in London (Main Auditorium)

Sunday 30 August

11:00 – 12:30 Hot Line I - Acute myocardial infarction – (Attendance 3 000 pax)

16:30 - 18:00 Hot Line II - Atrial fibrillation/Pacing – (Attendance 2 250 pax)

Monday 31 August

11:00 - 12:30 Hot Line III - Diabetes mellitus/Pharmacology - (Attendance 2 450 pax)

16:30 - 18:00 Hot Line IV – Hypertension - (Attendance 1 050 pax)

Tuesday 1 September

11:00 - 12:30 Hot Line V- Heart failure - (Attendance 2 250 pax)

16:30 - 18:00 Hot Line VI - Coronary artery disease - (Attendance 1 050 pax)

New this year Rehearsals - A rehearsal has been organised for each Hot Line session for all faculties involved in the session 1 hour before the session to go thru the content and logistics of the session. The rehearsal is a key element in the success of this high profile session.

These sessions continuously attract a large attendance – the new format proposed with extended discussion is integrated in order to answer a demand from the audience (from past reports) to have more insights in the implications of the trials in practice.

3.8.2. Clinical Trial Update Sessions in Hyde Park (The Hub)

Sunday 30 August

14:00 – 15:30 Clinical Trial Update I - Cardiovascular diseases: prevention, outcomes, quality - Attendance 726 pax

Monday 31 August

14:00 – 15:30 Clinical Trial Update II - Antiplatelet therapy - Attendance 593 pax

Tuesday 1 September

14:00 – 15:30 Clinical Trial Update III - Pharmacology and therapy - Attendance 313 pax

3.8.3. Registry Sessions in The Hub

Sunday 30 August

8:30 – 10:00 Registry I - Atrial fibrillation - Attendance 169 pax

Tuesday 1 September

8:30 – 10:00 Registry II - Interventions / Acute cardiovascular care - Attendance 141 pax

11:00 – 12:30 Registry III – Prevention - Attendance 460 pax

3.8.4. Basic and Translational Science Hot Line Sessions – held in Stockholm (Village 1)

Sunday 30 August

14:00 – 15:30 Basic and Translational Science Hot Line on Inflammation and Vascular Disease
Attendance 70 pax

Monday 31 August

11:00 – 12:30 Basic and Translational Science Hot Line on Ischaemia and Cardiac Function -
Attendance 105 pax

3.9. Abstract Programme

1. Overall numbers

11 306 abstracts were submitted for ESC Congress 2015 and 4 533 accepted. The overall acceptance rate is 40.09% that is in the range of previous years, but higher than 2011.

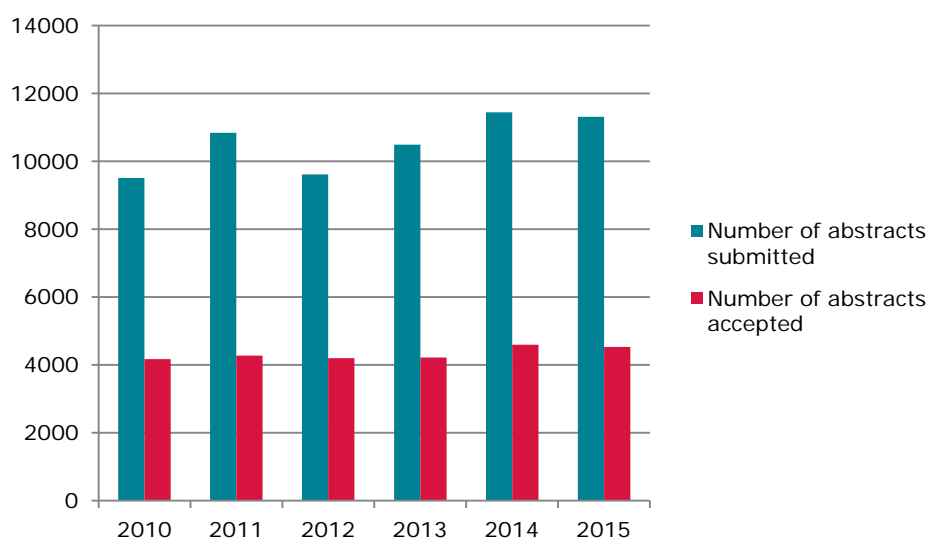
Adding new sessions in 2014 such as Moderated Poster Session (one per topic per poster session) and Best Posters station (4 additional posters per topic per poster session) has allowed us to accommodate the extra abstracts in the programme – in dynamic and innovating presentation format - ESC is able to accommodate an extra 300 abstracts, which aligns with the increase in submissions –

To be noted that ESC has maintained the cut off grade at the level of previous years, therefore the increase in acceptance does not compromise the quality of the abstracts presented.

Table 25: Number of Abstracts Submitted and Accepted

Description	2010	2011	2012	2013	2014	2015
Number of abstracts submitted	9 511	10 836	9 614	10 491	11 444	11 306
Number of abstracts accepted	4 167	4 276	4 203	4 215	4 597	4 533
Acceptance rate	43.81%	39.46%	43.71%	40.18%	40.16%	40.09%

Figure 9: Number of Abstracts Submitted and Accepted Graph



3.9.1. Session and Abstract Acceptance Comparison Over Five Years

In terms of assignment in the sessions, in 2015,

- more rapid fire abstract sessions were held,
- new types of sessions: Advances in Science, Best Poster sessions (Best Poster presenter under a new format)
- one more YIA session

Table 26: Repartition of Abstracts in the Abstract-Based Sessions

Description	2012		2013		2014		2015	
	Sessions	No. Abstracts	Sessions	No. Abstracts	Sessions	No. Abstracts	Sessions	No. Abstracts
Oral sessions	112	666	71	426	71	425	n/a	n/a
NEW! Advances in Science sessions	n/a	n/a	n/a	n/a	n/a	n/a	55	165
State of the Art and Featured Research sessions	9	36	9	36	9	45	n/a	n/a
Oral Affiliated	1	6	n/a	n/a	n/a	n/a	n/a	n/a
Rapid Fire			26	260	34	332	42	420
Young Investigator Award sessions	5	20	5	20	5	20	6	24
Moderated Poster sessions	14	112	14	112	63	441	63	441
NEW! Best Poster sessions	n/a	n/a	n/a	n/a	n/a	n/a	7	252
Poster sessions	7	3 360	7	3 358	7	3 331	7	3 227
Nurse Investigator Award session	1	3	1	3	1	3	1	4
Total	148	4 203	133	4 215	190	4 597	181	4 533

3.9.2. Evolution on Abstract Status

From the original acceptance number, the final number of actual abstract presented fluctuates in consideration of abstract withdrawn (presenter withdraws the abstract for different reasons, from impossibility to come and present, to publication in a journal). ESC also counts the number of no show abstracts, which although is quite high still remains in the usual percentage of no show (in comparison with previous years).

3.9.3. Abstract Submission and Acceptance by Countries “Top 30 List” for ESC Congresses

Table 27: Top 30 Countries for Abstract Submissions and Acceptances for ESC Congress: 2012-2015

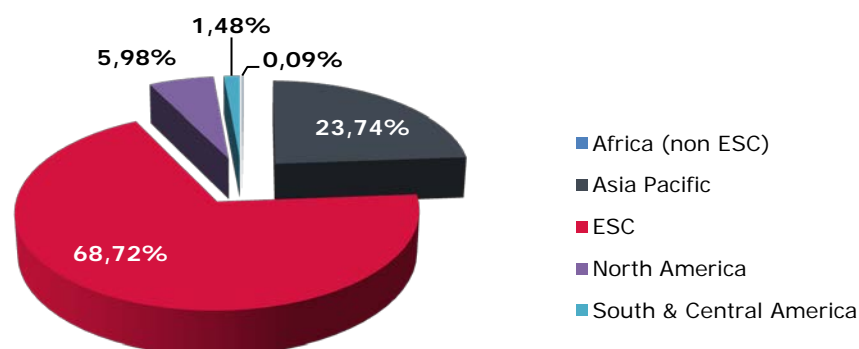
	2012			2013			2014			2015		
Top 30 Countries	SUB.	ACC.	RANK	SUB.	ACC.	RANK	SUB.	ACC.	RANK	SUB.	ACC.	RANK
Japan	1243	517	2	1459	565	1	1806	719	1	1618	580	1
Germany	904	571	1	796	438	2	802	451	2	745	417	2
Italy	764	378	3	823	367	3	798	357	3	786	361	3
UK	476	248	4	342	178	7	414	204	7	618	306	4
Spain	601	242	5	566	234	4	716	305	4	641	248	5
USA	319	169	9	311	167	8	364	205	6	408	225	6
France	349	198	6	382	215	6	396	215	5	378	192	7
Netherlands	277	169	8	379	222	5	275	169	8	273	170	8
Poland	409	147	10	464	139	10	414	126	11	460	161	9
Korea, Republic of	315	130	11	364	131	11	331	139	10	363	151	10
Greece	388	180	7	371	148	9	413	157	9	373	148	11
Portugal	329	86	14	357	110	12	338	112	13	400	146	12
Denmark	112	79	16	142	103	13	188	125	12	173	120	13
China, People's Republic of	173	59	19	229	80	17	236	99	15	281	117	14
Sweden	163	89	13	151	72	18	144	87	17	170	96	15
Turkey	303	80	15	413	103	14	411	73	18	363	90	16
Russian Federation	326	66	18	458	93	16	565	108	14	559	86	17
Switzerland	173	98	12	162	94	15	176	88	16	144	77	18
Australia	96	57	20	104	46	23	118	57	21	125	62	19
Taiwan	91	50	21	83	37	27	106	36	27	116	54	20
Belgium	82	49	22	111	63	21	95	51	24	95	53	21
Israel	82	32	25	104	45	24	130	53	23	108	53	22
Austria	96	47	23	131	64	20	131	58	20	114	50	23
Brazil	208	67	17	270	72	19	229	55	22	198	48	24
Norway	62	38	24	74	47	22	94	61	19	71	46	25
Serbia	90	31	27	104	39	26	130	35	28	130	41	26
Czech Republic	87	32	26	71	28	29	87	43	25	97	40	27
Canada	53	30	28	79	44	25	69	41	26	77	39	28
Finland	30	22	31	35	23	30	46	32	30	58	37	29
Hungary	85	26	30	86	22	31	84	35	28	86	36	30
Egypt	60	10	38	85	16	33	122	19	34	108	26	31
Abstracts totals	9 614	4 203		10 491	4 215		11 444	4 597		11 306	4 533	
Countries involved	91	76		87	75		100	78		99	79	

3.9.4. Abstract Submission and Acceptance by Region

Table 28: Abstract Submission and Acceptance by Region for ESC Congress

	2010		2011		2012		2013		2014		2015	
Region	SUB.	ACC.	SUB.	ACC.	SUB.	ACC.	SUB.	ACC.	SUB.	ACC.	SUB.	ACC.
Africa (non ESC)	17	7	18	8	18	1	13	3	23	15	20	4
Asia Pacific	1566	635	2194	816	2164	882	2519	916	2 987	1 135	2 969	1 076
ESC	7 271	3 212	7 666	3 065	6 744	3 026	7 208	2 993	7 656	3 114	7 515	3 115
North America	372	221	529	267	393	205	404	211	461	253	523	271
South & Central America	285	92	429	120	295	89	347	92	317	80	279	67
Total	9 511	4 167	10 836	4 276	9 614	4 203	10 491	4 215	11 444	4 597	11 306	4 533

Figure 10: Graph of Abstract Acceptance by Region (Percentage)



3.10. Abstract-based Programme

A total of **11 306 abstracts** were submitted for this year's Congress.

4 533 abstracts have been accepted for presentation during the five days of the Congress.

Accepted abstracts have been presented as oral and poster presentations.

3.10.1. Oral Abstract Presentation Sessions

New! Advances in Science (55 sessions)

New type of session this year - Each session features 3 abstracts and 2 lectures.

Presenting the latest original findings in science in combination with expert lectures on the topic.

"Rapid Fire" oral presentations (42 sessions)

Held in one of the interactive rooms - The Hub or the newly designed Agora - these fast paced and interactive sessions present key messages of ten abstracts.

Young Investigators Awards (6 sessions)

Selected for the outstanding quality of their work, four Young Investigators will be competing for a prestigious ESC Award presenting their original research in front of a jury.

The awards are focused on Basic Science, Clinical Science, Thrombosis, Population sciences, Coronary Pathophysiology and microcirculation (Working Group award); and NEW this year Ageing and Senescence (under the auspices of Nobel Prize Laureate).

3.11. Poster Area

3.11.1. Moderated Poster Sessions (63 sessions)

Moderated e-Posters

One moderated e-Poster Session per topic at each Poster Session
A total of 63 Moderated Poster Sessions

Each Topic Section of the Poster Area featured a Moderated e-Poster Station.
Official presentation was made from the large screen and the remainder of the time, the posters were available for consultation as e-Poster Format on individual screens (no more paper displays)

Each Moderated Poster Session had a winner who received a Diploma.
An overall winner for each topic was then selected amongst all these "Moderated Poster Winners" awarded and won a free Registration for ESC Congress 2016 in Rome. These were announced at the Highlight Session and on the website.

3.11.2. Best Poster Sessions (7 sessions)

Initiated at ESC Congress 2013 – to highlight the quality of the scientific content in the Poster Area.

New Format:

A total of seven sessions per topic each featuring each 4 top-score abstracts.

Best Poster:

Abstracts chosen for their outstanding quality have been presented as a Best Poster in an electronic poster format (e-Poster). Each topic group section featured a Best Poster Screen.

e-Posters were on display on the plasma screen for the entire duration of the session.

Presenters had to be by their poster/screen during the entire duration of the break for poster viewing time and discussant intervention (when discussants and the general audience would have been visiting the posters, in order to discuss your research). one discussant is invited for each Best Poster screen per session – 63 roles in total. Discussants visit the presenters to engage and animate discussions on their research and to stimulate interactions with the audience. This initiative is designed to highlight research presented as poster, to stimulate informed discussion and to motivate scientific exchange. This is a key opportunity for the poster presenter to interact with an informed expert.

Presenters were awarded a Certificate.

3.11.3. Poster Sessions (7 sessions)

The Poster area is divided in nine main topics – each topic section is differentiated by colours and **new this year** the names of the main topics were also indicated. No more Poster discussants this year (further to feedback from Discussants and Presenters)

3.11.4. Abstract Embargo

All abstracts selected for Press conference were placed under embargo on the website and these were not published a week prior to the congress as all other abstracts.

3.11.5. Abstract Publication

During and after the congress, abstracts have been published in the:

(Several format available - original abstract submissions, presentation slides, videos, e-posters)

- ESC Mobile App
- Scientific Programme and Planner
- ESC Congress 365
- Abstract supplement of the European Heart Journal – Volume 36, September 2015

3.12. Scientific Sessions: Attendance Overview

Figure 11: Daily Attendance 2015

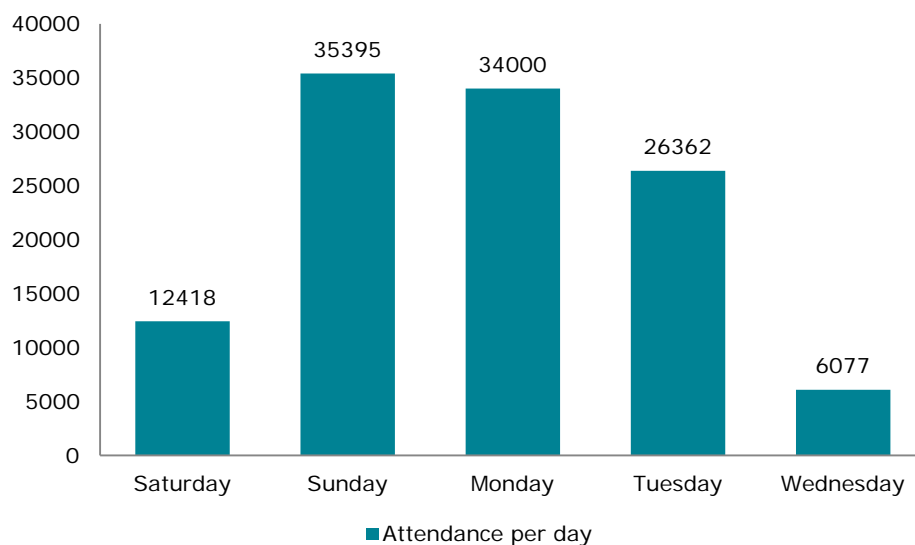
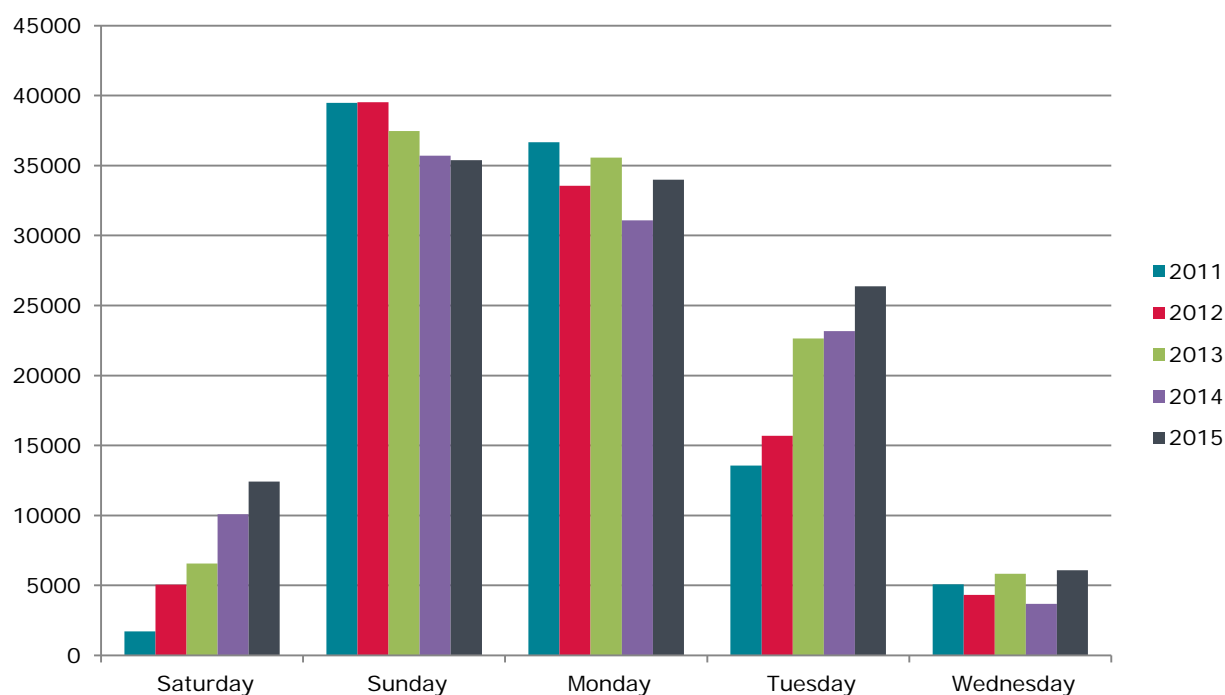


Figure 12: Total Attendance Per Day Comparison 2011-2015



Saturday – Opening of the Villages at 11:00 worked as there was an increase in the number of attendees

Wednesday – Despite closing the Villages and reduction to only 8 sessions the total number of attendees increased.

Table 29: Daily Attendance 2013-2015 According to Number of Sessions

	2011		2012		2013		2014		2015	
Day & time	No. Sessions	Total attendees	No. Sessions	Total attendees	No. Sessions	Total attendees	No. Sessions	Total Attendees	No. Sessions	Total Attendees
Total Saturday	5	1 705	32	5 054	33	6 555	55	10 078	125	12 418
Total Sunday	154	39 486	156	39 531	137	37 467	135	35 714	60	35 395
Total Monday	150	36 676	141	33 555	140	35 558	125	31 087	133	34 000
Total Tuesday	69	13 563	69	15 688	76	22 637	116	23 160	112	26 362
Total Wednesday	48	5 085	29	4 315	25	5 832	20	3 679	8	6 077
Overall	426	96 515	427	98 143	411	108 049	451	103 718	438	114 252

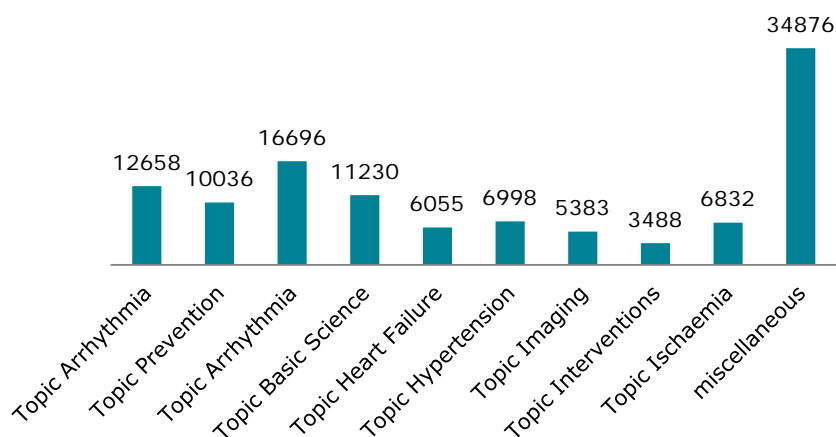
Table 30: Daily Attendance by Zone

Zone	Saturday	Sunday	Monday	Tuesday	Wednesday	Total
Main Auditorium		8 050	8 115	8 250	5 650	30 065
Poster Area	182	267	342	229		1 020
The Hub	2 908	8 955	7 809	5 688	427	25 787
Total Hub + Main	3 090	17 272	16 266	14 167	6 077	56 872
Village - Topic Arrhythmia	601	781	612	694		2 688
Village - Topic Prevention	1 166	2 076	2 004	1 104		6 350
Village - Topic Arrhythmia	1 133	1 753	752	1 007		4 645
Village - Topic Basic Science	519	2621	2 430	2 442		8 012
Village - Topic Heart Failure	419	1 506	2017	976		4 918
Village - Topic Hypertension	964	1 083	1 410	1 352		4 809
Village - Topic Imaging	2 117	2 032	2 668	1 265		8 082
Village - Topic Interventions	1 147	2 356	3 250	1 852		8 605
Village - Topic Ischaemia	1 262	3 915	2 591	1 503		9 271
Total Villages	9 328	18 123	17 734	12195		57 380
Total	12 418	35 395	34 000	26 362	6 077	114 252

Table 31: Daily Attendance by Topic

Topic	Monday	Saturday	Sunday	Tuesday	Wednesday	Grand Total
Topic Arrhythmia	5 480	1 036	3 225	2 917		12 658
Topic Prevention	3 068	1 322	3 985	1 601	60	10 036
Topic Arrhythmia	5 842	1 391	2 480	6 908	75	16 696
Topic Basic Science	3 693	2 280	3 264	1 944	49	11 230
Topic Heart Failure	1 900	1 048	1 246	1 805	56	6 055
Topic Hypertension	2 324	1 480	2 117	1 017	60	6 998
Topic Imaging	752	1 133	1 753	1 745		5 383
Topic Interventions	811	751	938	988		3 488
Topic Ischaemia	2 766	419	2 564	1 083		6 832
Miscellaneous	7 364	1 558	13 823	6 354	5 777	34 876
Total	34 000	12 418	35 395	26 362	6 077	114 252

Figure 13: Overall Attendance by Topic



Despite the addition of the Hubs – there is no drop in attendance in the Villages – this shows that there is an audience for both types of sessions.

Table 32: Attendance at Peak by Village Compared to 2014

Zone	ESC Congress 2014		ESC Congress 2015	
	Sum of Seats Peak	Count of Sessions	Sum of Seats Peak	Count of Sessions
Main Auditorium	27 900	14	30 065	14
Poster Area			1 020	14
The Hub	22 852	99	25 787	134
Village - Topic Arrhythmia	8 650	41	8 012	27
Village - Topic Prevention	2 057	30	2 688	29
Village - Topic Arrhythmia	7 327	38	9 271	27
Village - Topic Basic Science	4 367	29	4 645	27
Village - Topic Heart Failure	3 948	36	4 918	26
Village - Topic Hypertension	6 278	37	4 809	28
Village - Topic Imaging	7 271	42	8 082	34
Village - Topic Interventions	5 815	43	6 350	37
Village - Topic Ischaemia	7 253	42	8 605	41
Village - Topic Prevention	5 815	43	6 260	36
Village - Topic Valvular diseases	7 253	42	8 605	41
Grand Total	103 718	451	114 252	438

Figure 14: Total Seats at Peak by Zone

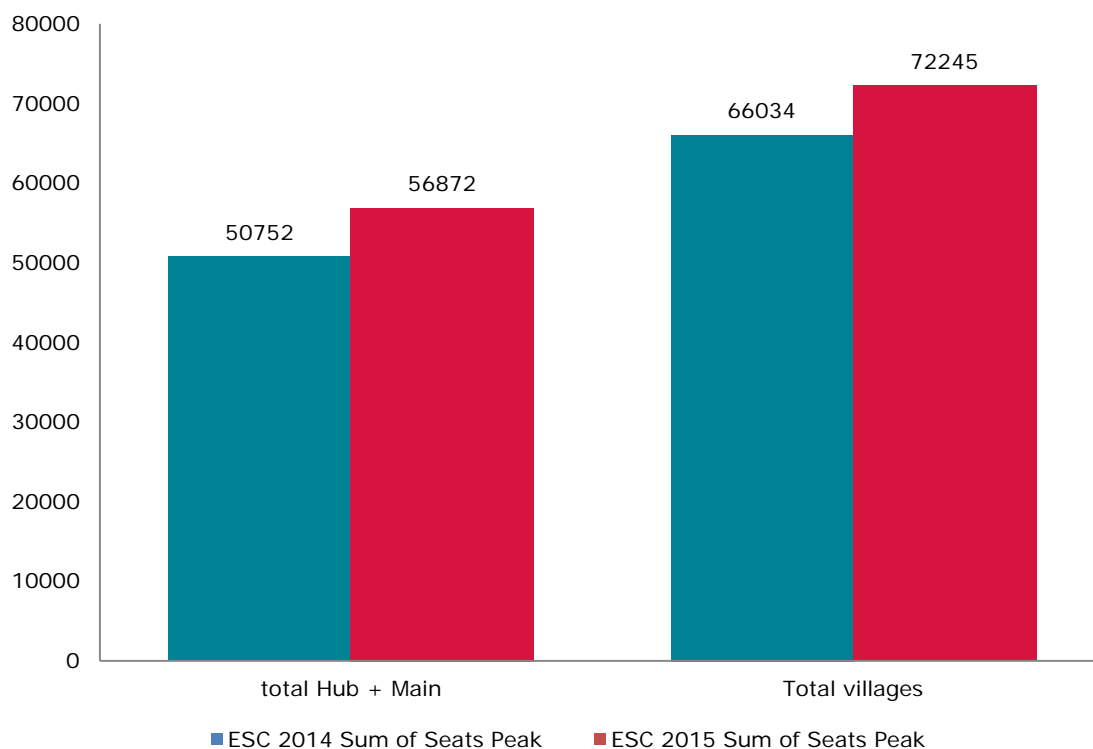


Table 33: Attendance by Time Slot

Day/Time	No. attendees	No. sessions
Saturday	12 418	60
09:00	1 592	4
11:00	5 152	27
12:35	60	1
13:30	5 614	28
Sunday	35 395	133
07:30	486	5
08:30	6 657	29
09:20	113	1
10:10	1 180	2
11:00	12 055	29
12:40	599	7
14:00	6 046	29
14:50	245	1
15:40	978	2
16:30	6 953	27
17:20	83	1
Monday	34 000	125
07:30	491	5
08:30	6 802	29
10:10	549	1
11:00	9 856	29
12:40	1 086	2
14:00	9 421	28
15:35	120	1
15:40	885	2
16:30	4 790	28
Tuesday	26 362	112
07:30	363	5
08:30	6 041	26
10:10	743	2
11:00	9 432	29
12:45	184	2
14:00	6 388	25
15:40	487	3
16:30	2 724	20
Wednesday	6 077	8
08:30	427	6
09:00	2 650	1
10:30	3 000	1
Total	11 4252	438

It is essential to note the highest peak was Saturday at 11:00.

3.13. Speaker Service Centre and Audiovisual Techniques

3.13.1. SSC Opening Hours

Friday 28 August	14:00 - 19:00
Saturday 29 August	7:30 - 19:00
Sunday 30 August	7:00 - 19:00
Monday 31 August	7:00 - 19:00
Tuesday 1 September	7:00 - 19:00
Wednesday 2 September	7:30 - 10:30

The speaker service centre opened early due to the early science@breakfast sessions.

3.13.2. Speaker Service Centre – Self Serve Stations

When faculty arrived at the SSC for the first time (check in), a picture was taken and the technician/hostess explained how the self service process was organised

Faculty, once checked in, could access any upload station. Scanning their badge at the station gave them access to their file – contained the details of the presentation for which they would need to upload the PowerPoint.

A technician was available nearby to provide assistance with the process or with PowerPoint/Movies/Formatting etc...

My ESC: My Agreement stations were also available at the SSC. All faculties must have submitted agreement form/copyrights and Declaration of Interest via My ESC in order to be able to give the lecture.

Last minute replacements/unconfirmed faculty were asked to complete the agreement form at the SSC prior to uploading the presentation. This allowed us to enforce the Copyrights/DOI processes.

3.13.3. Speaker Service Centre – Lounge and Working area

Also available this year at the SSC was a large lounge including working area (table and electrical sockets) nearby the Faculty Food and Beverage counter. This area was very busy and appreciated by the faculty. It provided a place where faculty could work on their presentation prior to uploading at the self serve stations.

3.13.4. Online Upload

The online upload service opened a week prior to the congress and remained opened until Tuesday 1 September at midnight.

Faculty could choose to use the Online Upload – even whilst at the congress – from their computer, via My ESC/My agreements, without coming to the Speaker Service Centre.

The online service provides a step by step wizard which takes the faculty through the upload process.

Successful uploads were confirmed by email. In case of a problem with the upload, a message detailing the error was sent.

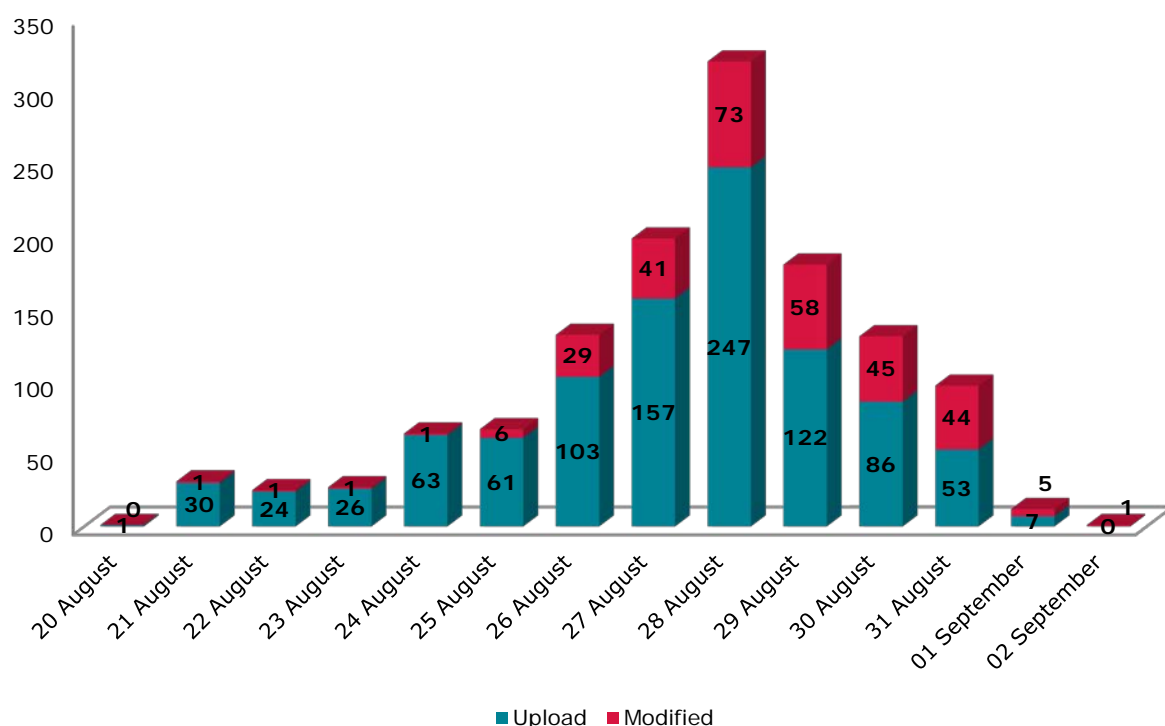
The online upload process also includes the Declaration of Interest Slide insertion. The slide was automatically inserted if the speaker declared his interests in his My ESC account.

For each presentation uploaded, faculty received a confirmation email with the status of your upload.
Presentations could be uploaded online until midnight (CEST) the night before the presentation was scheduled to take place.

980 presentations out of 2 508 were uploaded via Internet = 39 % of online upload. This figure is lower than last year as the number of Mobile App Interactive sessions, for which an online upload was not possible, was significantly higher (85 in 2015 versus 35 in 2014)

This means that the online upload is very popular.

Figure 15: Online Upload of Presentations and Modifications



3.13.5. Upload SSC

All speakers are welcome to come to the SSC to either upload their presentation or view the presentation they have previously uploaded online.

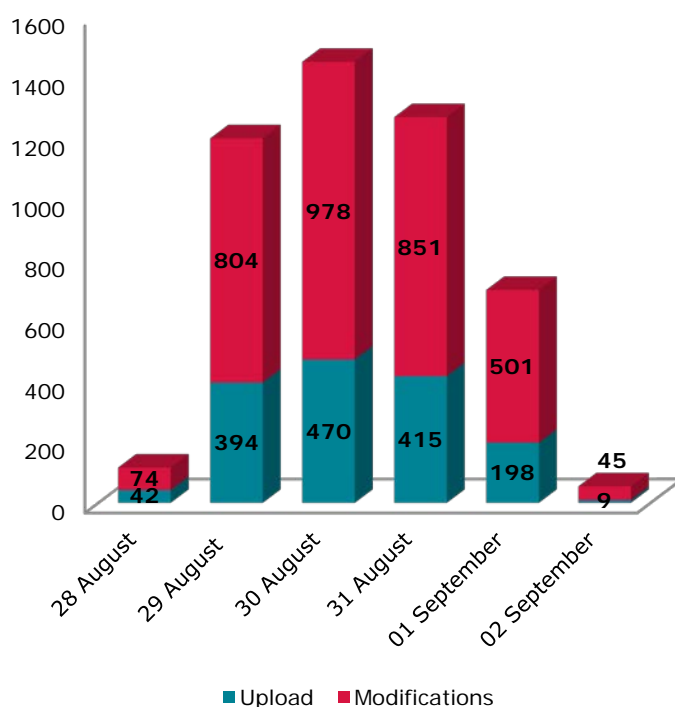
It is important to note that the online upload was not possible for Mobile App interactive sessions. The speaker was supposed to include questions in his presentation. The upload could only be done at the Speaker Service Centre as the question slides had to be identified and a “start vote” button had to be inserted in the presentation.

Table 34: Upload of Presentations and Modifications at SSC

Description	28 August	29 August	30 August	31 August	1 September	2 September	Total
Upload	42	394	470	415	198	9	1 528
Modifications	74	804	978	851	501	45	3 253
Total	116	1 198	1 448	1 266	699	54	4 781

Online upload is more and more in use, but this is a very gradual evolution and faculty still prefer to come to the SSC to upload.

Figure 16: Upload of Presentations and Modifications at SSC



3.13.6. Copyrights and DOI

The Declaration of Conflict of Interest and Copyrights agreements are mandatory (for all ESC Sessions).

The system implemented, by the ESC service provider CYIM, provides the faculty with a slide pre-loaded with the DOI information submitted at the time of acceptance for each of his/her presentation(s).

The slide is inserted automatically => this year ESC removed the option - previously proposed – to bypass the system and use their own slide. All DOI are now based on what was declared on line. The faculty has the possibility to update his profile information if it has changed since the original declaration.

3.13.7. Videos

All presentations held in the lecture rooms were recorded.

Recorded panel discussions are now available as well.

Total number of videos this year 2 754.

This also includes videos of the panel discussions.

3.13.8. Overflows

All rooms were equipped with a screen outside the lecture room to be used as Overflow Screen (as required).

Overflows Screens are started pro-actively when the room gets busy – it may just be for one presentation – in order to avoid crowd management issues.

Table 35: Number of Overflow Occurrences: 2009-2015

	2009	2010	2011	2012	2013	2014	2015
Overflows	47	85	54	52	68	54	53

Despite a higher attendance, there was not a drastic increase in the number of overflows launched, this means that the room attribution for the sessions was fairly well managed. To be noted that the Hubs – although many times in overcapacity- are not included in the overflow count.

4. Congress Venue

4.1. ExCeL London

Photo 8: Main Entrance (East) to ExCeL London with ESC Heart Visible



4.1.1. Layout

With a total of 100 000 m², the Venue matches perfectly with the ESC Congress space requirements. The Main Entrance was located in the East part of the Venue. The West entrance was accessible to delegate with badge only.

The Venue layout was organised in the following way:

- Level 0 - Registration and Main Auditorium
- Level 1 - ESC Plaza, Exhibitions area, Hub, Poster, Villages, SSC and the Fellow and VIP lounge
- Level 2 – ESC HQ, Function Spaces and ESC Sister Societies
- Level 3 – ESC Meeting Rooms

New this year:

- Fellows and VIP lounge were merged and positioned on the opposite side of the SSC which made it really crowded
- Scientifics areas (HUB and Poster) were brought near to the Exhibition - This created a substantial flow of people at all times in the Exhibition
- One more room in the Hub
- Agora room in the Poster Area

15 900 seats distributed between 29 Lectures rooms:

- 22 constructed by ACS
- 7 constructed by mediAVentures

4.1.2. Childcare

ESC provided for the third year in a row childcare service facility, for delegates to be able to leave their children at no charge while going to sessions.

The data presented below testifies that this service was very well welcomed by the delegates and should be re-launched in future congresses. Child care services looked after a total of 55 children

Table 36: Childcare at the Congress: Comparing Numbers of Children 2013-2015

Day	2013	2014	2015	Difference 2015 vs 2014
Saturday 29 August	0	10	6	-4
Sunday 30 August	7	13	11	-2
Monday 31 August	2	15	17	+2
Tuesday 1 September	3	8	18	+10
Wednesday 2 September	0	4	3	-1

Below are some comments from Delegates

- Really great!! Excellent service and lovely staff. I wish to have this service at other congresses! Thanks a lot!
-- Leopolds Peret De Isla
- 'Fantastic, very pleasant for her. Excited about coming back. Very good job. Charming staff.'
-- Prio J. Aguilar
- 'Very Kind Personnel! No comment about play as breastfeeding.. Never had place before! Thank you so much!
-- Viveca Ritsinger

5. ESC Corporate Exhibition and Activities

5.1. ESC Stand

5.1.1. ESC Stand

Photo 9: ESC Stand



The ESC Stand was situated in the middle of the ESC Plaza, visible from a distance at each of the two entrances to the ESC Plaza, behind the National Cardiac Society stands and close to the affiliated cardiac societies and sister societies.

The stand measured 580 m² and accommodated the following activities:

- Welcome Desk: for all questions relating to the ESC's products, services and activities, and Congress specific information.
- Education: specifically promoting e-learning with an ESCeL demo point, but also promoting the entire ESC offering, with a tactile screen application and paper catalogues.
- Shop: sales of educational products and ESC souvenirs, with the launch of ESC Active clothing
- Membership: comprising a membership help desk, handling general membership queries, Fellowship application information and issues in My ESC accounts; and desks dedicated to each of the six Associations and one grouping Councils and Working Groups together.
- Registries: for information on the EurObservational Research Programme (EORP) and distribution of related materials
- Guidelines: distributing the five new pocket guidelines to ESC members and promoting other guidelines products
- Guidelines Download lounge: dedicated to promotion of the Pocket Guidelines mobile app. One or two staff members from the app supplier were on site to explain how to download and use it.
- Publications: information on the Journals Family, explanation of access to on-line Journals, journal subscriptions, pre-orders of text books (which went very well) and display of all books available for sale at the shop
- Young community: promotion of initiatives and activities adapted to young cardiologists. Distribution of CoT "pack" to young cardiologists (a special congress bag with CoT logo, containing pins, the new Pocket Guidelines, and flyers of all the ESC young communities). Representatives from the different young groups were present at scheduled times to answer questions about their groups.
- ESC Congress 2016: with the presence of representatives from the city of Rome who provided information about the city; the possibility to register for the ESC Congress 2016 with a reduction of € 100 for the first 100 HCPs. Delegates could also take their photo, choose a testimonial and receive a personalised print-out of the ESC 2015 Rome poster.

Photo 10: ESC Congress 2016 Promotional Area



Congresses promotion: Large visuals of the posters of future ESC congresses were displayed on the outer face of the large lit exterior stand walls and posters and congress flyers were made available at the stand.

Photo 11: Promotional Area for Future Congresses



We are the ESC campaign:



"We are the ESC" magnetic lapel pins were given to ESC members and demand for these increased over time.
2 261 pins were distributed on-site

The "We are the ESC" visual was also prominently featured on the wall of the membership area of the stand (as well as other areas around the congress).

Photo 12: ESC Stand



A presence of 26 stand staff at almost all times: including ESC staff, 9 hostesses, 2 suppliers and 1 partner representative from AIM Rome and 1 technician from 9 Yards (supplier or poster printing application).

5.2. Young Community Corner

Photo 13: Young Community Corner - Young Cardiologists, Member of the ESC Receive a CoT Bag

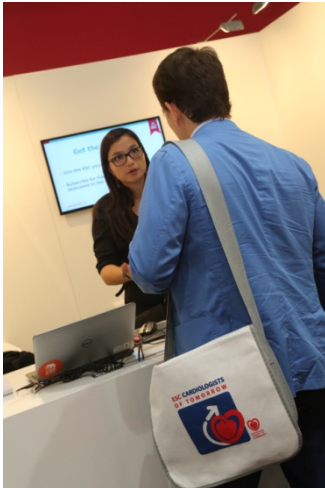


Photo 14: National and Sub-Specialty Leaders of Young Groups at Young Community Corner



Photo 15: ESC Cardiologists of Tomorrow Logotype



A corner on the ESC Stand was dedicated to younger volunteers.

All the young communities of the ESC were promoted: Cardiologists of Tomorrow (CoT), Club 35 of EACVI, Young EP of EHRA, Scientists of Tomorrow of Council on Basic Cardiovascular Science (SoT), Young ACCA, Young thrombosis researchers group of the Working Group on Thrombosis, the EAPCI Young, Heart Failure Specialists of Tomorrow (HoT).

An average of 70 young delegates per day came to visit this lively stand where the different leaders of the groups were present to inform and to share their experience.

450 Young Cardiologists were given their CoT “pack”; a congress bag with CoT logo, containing a special pin and the five new Pocket Guidelines.

5.3. Scientific Affairs on the Stand (Education)

All Educational activities were presented on the main ESC Stand, on the ESC Education corner.

The Education corner was placed centrally alongside the information point, accommodating 2 plasma screens and an iPad.

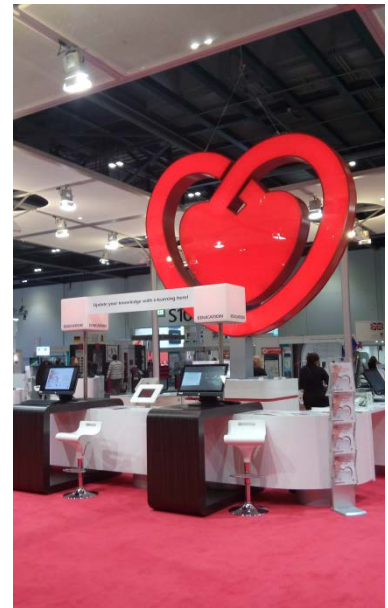
Photo 16: ESC Education Corner (1)



Photo 17: ESC Education Corner (2)



Photo 18: Education Corner (3)



The focus of the ESC Congress 2015 was on eLearning, therefore all ESC educational online activities were promoted on the Education Corner. This was ample opportunity to promote the respective ESC Associations Membership policies.

- ESC eLearning platform

Seven Areas of Study (General Cardiology, Acute Cardiac Care, Cardiovascular Imaging, Heart Failure, Heart Rhythm, Percutaneous Interventions and Prevention and Rehabilitation) with a nearly 300 courses available online and over 1 000 MCQs.

267 Demos of ESCeL were organised during the ESC Congress to delegates.

Available at ESC Congress 2015

- 94 courses in General Cardiology
- 39 courses in Cardiovascular Imaging
- 19 courses with EBAC CME Credit in Heart Failure
- 59 courses in Heart Rhythm
- A comprehensive 2 year Learning Programme in Percutaneous Interventions
- 25 courses and 11 Case Studies in Prevention and Rehabilitation
- 3 Pilot courses in Acute Cardiac Care
- ESC Clinical Case Gallery

Launched in July 2014: allowing fully automated submission and review of clinical cases online and possible citation of case authors in scientific journals.

Nine new cases were available for ESC Congress 2015.

Demos of the ESC Clinical Case Gallery

- ESC webinar series

Launch of the 2015-2016 season of Webinars in General Cardiology (Free of charge, ESC Practice Guidelines based, Studio format).

- Guidelines into Practice Tracks

Cooperation between the Practice Guidelines, ESC Education and ESC Congress Programme Committees, the Guidelines into Practice Tracks bring the best of ESC Congress for the specific ESC Practice Guidelines.

- Continuing Education and Training Catalogue and Touch Screen

The Continuing Education and Training Catalogue was distributed to delegates and the interactive touch screen was available this year again for the fourth time, to present (and send by email) ESC Educational offering by topic.

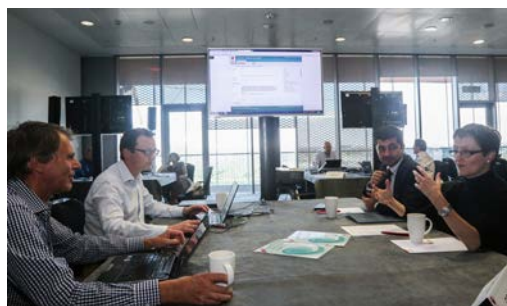
5.3.1. Other activities of the ESC Education team during congress

The traditional bi-annual MCQ review meeting in general cardiology took place as scheduled, emphasising the increasing need for MCQs as ESC content repurposing and self-assessment is on the rise.

Photo 19: MCQ Review Meeting (1)



Photo 20: MCQ Review Meeting (2)



- Delivery of the EACVI TTE paper based examination within the Congress Facility (197 candidates)

Photo 21: EACVI TTE Exam (1)



Photo 22: EACVI TTE Exam (2)



Photo 23: EACVI Certification Exam



- First half of the exam (as indicated in photos) is displayed on the projected on one1 screen (number of screens depends on room and screen size) – 2 hours long
- Second half of the exam is all done on paper and the candidate can work in their own time within the 1 hour 50 minutes time

A series of meetings with the Education Chairman, Committee Members and the six task forces of the committee to discuss objectives and priorities for the next 12 months.

ESC Webinar Series General Cardiology – Yearly Workshop

All speakers, hosts and referents performing on the ESC Webinar Series in General Cardiology have to attend this important session, where a professional trainer leads this training session. The emphasis this year was on the importance of designing clear learning objectives, as they are the basis for the development of robust pre- and post-test questions. This initiative is in line with the objective that the ESC Education Committee has set to themselves, namely to measure the impact of the educational activities at ESC.

Two Workshops were organised this year with a total of 16 participants. Andrew Spencer from Clarus Training and Facilitation Ltd provided invited webinar speakers, hosts and referents with tools and techniques to prepare and deliver webinars.

Photo 24: ESC Webinar Series General Cardiology (1)



Photo 25: ESC Webinar Series General Cardiology (2)



5.4. Scientific Affairs on the stand (Publications)

Key objectives for ESC Publications during the ESC Congress include:

- Provision of high quality customer service to delegates and subscribers
- Promoting ESC publishing portfolio
- Presence during meetings as ESC experts on publishing matters

Since 2009 a delegate's "Journal Choice" (EHJ or CVR) can be made via My ESC and since 2011 they can also choose their subscription format, that is, print or online.

5.4.1. Stand Activities

Photo 27: ESC Publications Stand (1)



Photo 26: ESC Journal Publications



5.4.1.1. Journals and Subscriptions

Since Munich's ESC Congress 2012, the ESC offers delegates an online-only subscription to EHJ or CVR. Those people desiring the hard copy pay an extra fee referred to as a print top-up.

Photo 28: ESC Publications Stand (2)

20 028 delegates will receive an online subscription to EHJ and **1 993** CVR. In 2016, **688** Young Cardiologists will receive an EHJ online subscription.

A new record of over **5 840** Journals were distributed from the ESC Stand.

Photo 29: ESC Textbooks





5.4.1.2. ESC Books

The ESC Textbook on Intensive and Acute Cardiovascular Care (2nd edition), the ESC Cardiovascular Imaging Textbook (2nd edition), the ESC Cardiovascular Medicine Textbook (2nd edition), the ESC Textbook of Preventive Cardiology (1st edition), the EHRA Handbook of Pacemaker, ICD and CRT Troubleshooting (1st edition) were all sold and publicised.

5.4.2. Other Activities and Challenges

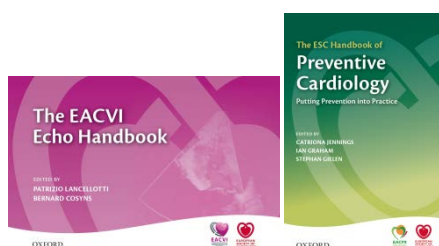
Non-stand related activities included meetings with medical communications agencies, publishers, the HEART Group, Editors' Network, Editorial Boards, Publications Committee and other ad hoc meetings.

A particular challenge was to obtain emergency printing services to correct two of the ESC pocket guideline titles where printing errors had been discovered. [1 Stop Print](#) in Ilford, London, performed extremely well and just before midnight on the Sunday of a Bank Holiday weekend, delivered high quality A4 errata documents and stickers to the ESC Staff hotel.

5.4.3. New products and main promotions

Apart from the number of new books on sale, also new this year were:

Photo 30: ESC Handbooks



5.4.3.1. Handbook Pre-Orders

To new handbooks are due out in the near future and pre-orders were taken during the Congress. The ESC Handbook of Preventive Cardiology and the EACVI Echo Handbook

5.4.3.2. EHJ: Quality of Care and Clinical Outcomes – New Journal

Accepts high quality, original, electronic health record and prognosis research from the scientific community. The journal focuses on quality of care affecting cardiovascular outcomes at hospital, regional, national, and international level. EHJ:QCCO provides a forum for showcasing the best cardiovascular outcomes research to inform cardiovascular public health policy globally and aims to encourage young investigators, plus supporting growth of the outcomes research community.

Photo 31: New EHJ Journal: Quality of Care and Clinical Outcomes



Photo 32: ESC Publishers Row



5.4.3.3. ESC Publishers Row

Thanks to close collaboration with the ESC Congress Direction, a separate publishers' area within the exhibition was created to better highlight those publishers working with the ESC. Anecdotal feedback suggests that this initiative was a great success and reached its' objective of raising the visibility of the ESC publishers and, most importantly, the publications of the ESC.

5.5. Scientific Affairs on the stand (Guidelines)

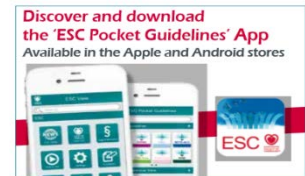
5.5.1. Clinical Practice Guidelines in London 2015

Approximately 10 000 attendees visited the Guidelines stand on the ESC Plaza.

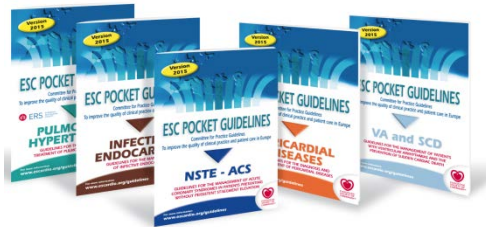
This year the five 2015 Pocket Guidelines were made available for the ESC Congress both in paper format and in electronic format for iDevices and Androids.



The Guidelines App gives access to the electronic version of all 2011-2015 ESC Pocket Guidelines, as well as to over 100 dedicated interactive tools, all in one single App! This App will change the health care professionals' daily practice!



5.5.2. Pocket Guidelines and Guidelines App



Over 35 000 paper versions of the Pocket Guidelines (Pulmonary Hypertension, Ventricular Arrhythmias and Sudden Cardiac Death, Pericardial Diseases, Infective Endocarditis and Non ST-segment Elevation Acute Coronary Syndromes) were given out to the ESC Members on a first come, first served basis.

The paper versions of these 2015 Pocket Guidelines were also distributed at the Cardiologists of Tomorrow (COT) desk and in the VIP and Fellows lounges.

The Pocket Guidelines remain a successful tool for the dissemination of the ESC Guidelines Messages within the medical and cardiology community with more than 1 500 copies distributed per day, except on Wednesday as stocks were limited. It was a strategic decision to limit the number of pocket guidelines distributed each day to spread out the distribution of the limited stock throughout the congress and only to confirmed ESC Members.

Figure 17: Global Congress Scans

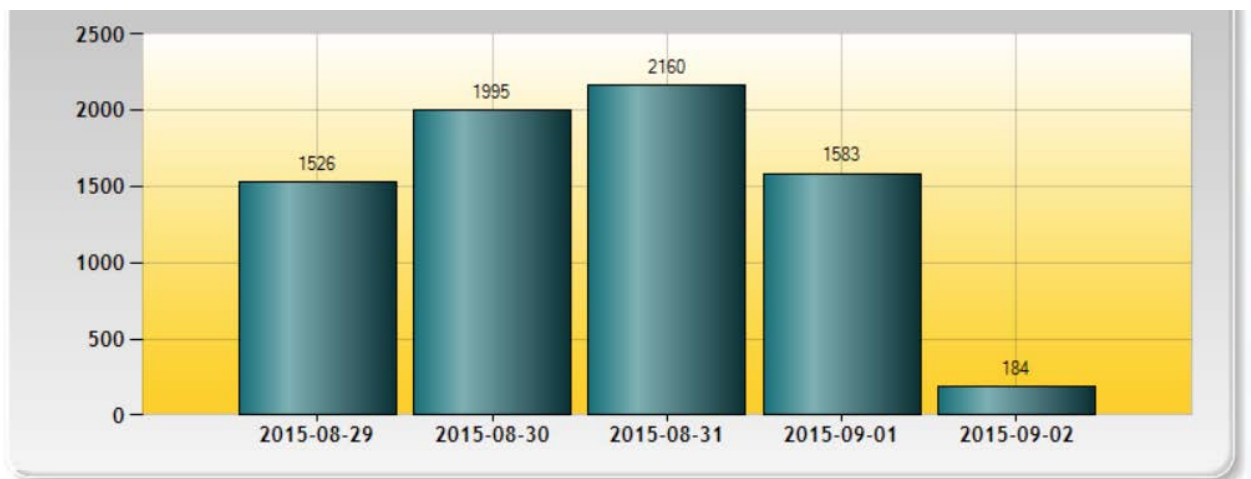
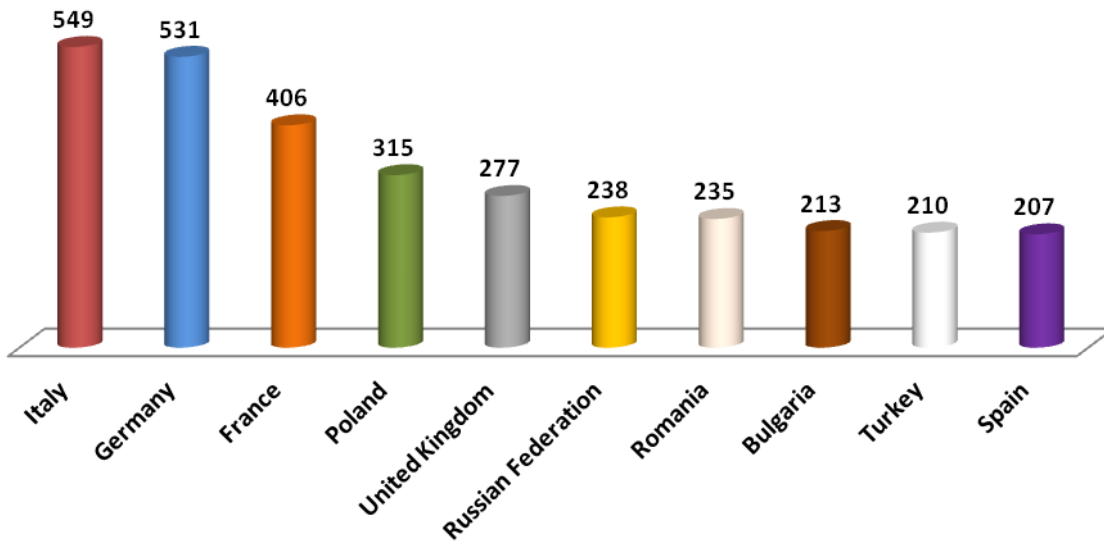


Figure 18: Number of Attendees/Country Coming To the Guidelines Stand - Top 10/131



5.5.3. Congress Sessions Covering the ESC Guidelines

- 1 Overview** session on the five **2015 Guidelines**
- 5 Scientific** sessions dedicated to each of the 2015 ESC Guidelines topics
- 1 ESC Guidelines Highlights** session
- 5 “Meet the Task Force”** sessions (one for each 2015 topic)
- 19** Guidelines in daily practice sessions
- 8 MyESC@NCS** Guidelines sessions
 - Acute coronary syndromes NSTEMI in Germany
 - Ventricular arrhythmias and sudden cardiac death in Israel
 - Ventricular arrhythmias and sudden cardiac death in Israel
 - Sudden cardiac death in Norway
 - Ventricular arrhythmias in the Russian Federation
 - Pulmonary hypertension in Turkey
 - Acute coronary syndromes NSTEMI in Serbia
 - Infective endocarditis in the United Kingdom

5.5.4. Cardio-Quiz Based on ESC Guidelines

The ESC Guidelines were highlighted and promoted during the ESC Cardiology Quiz. Delegations from three different renowned cardiology centres were in competition to correctly answer a series of questions and tests about different guidelines related topics. Mainly driven by a didactic review of the ESC Guidelines, the quiz focused on the most interesting, the most polemic or the most recently updated documents.

Photo 33: The 2015 ESC Cardiology Quiz



Photo 34: 2015 ESC Guidelines Highlights session



5.5.5. Guidelines Press Activities

- 5 Press releases
- 6 Articles in the ESC Congress News
- 5 ESC TV interviews

5.5.6. Guidelines Stand


Activities on the stand, not only included the distribution of ESC Pocket Guidelines, but also, provided information on Guidelines related activities. Activities aimed at familiarising visitors with the ESC Guidelines web pages and promoted the wide range of the ESC Guidelines derivative educational products.

Photo 35: Guidelines Stand (1)



Photo 36: Guidelines Stand (2)



The Guidelines Team is also involved in the “Guidelines into Practice” Tracks . Multiple resources and presentations are made available by a simple click. This track is designed to guide cardiologists directly to valuable information from top experts via a variety of different sources and to facilitate the implementation of the Guidelines into their daily practice.

The Guidelines in Daily Practice sessions. The ESC Clinical Practice Guidelines were also involved in the sessions called “Guidelines in Daily Practice” presented in the “Villages”. These sessions are designed to focus on the topic of Guidelines and their implementation in daily clinical practice.

Finally, the ESC Clinical Practice Guidelines were also very present in the social networks, with Guidelines presentations posted on “YouTube”, numerous twitter messages highlighting the key Guidelines messages and activities, Facebook posts and more...

5.6. ESC Global Affairs Meeting Point

The **41 Affiliated Cardiac Societies** were given great visibility with the Global affairs dedicated area in the ESC plaza.

A Global Affairs meeting point was set up allowing Global Partners to display their brochures, a poster, meet and network in the seating area.

The following countries were represented: Brazil, China, India, Japan, Mexico, Saudi Arabia, South Africa as well as the ESC **sisters societies**, i.e. the American College of Cardiology, the American Heart Association, the World Heart Federation and Global partners InterAmerican Society of Cardiology and the Asian Pacific Society of Cardiology.

Stand packages were offered to Affiliated Cardiac Societies as part of a mutual agreement.

20 Joint sessions were organised during ESC Congress 2015 with a highlight on the sessions organised together with the Brazilian Society of Cardiology and the Japanese Circulation Society of cardiology.

Photo 37: ESC Global Affairs Stand



Photo 38: Global Affairs Committee Members



A 48 m² Global Affairs stand was built in the plaza in front of the ESC stand and in the centre of the ESC International partner's area.

One of the main objectives of this stand was to be a welcome point for the global delegates to allow them to learn more about what ESC can do for them in a friendly and relaxed area.

Photo 39: Poster Thanking ESC Global Partners



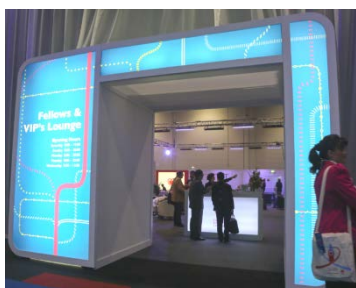
A sizable poster hung in the centre of the stand thanking all the ESC's Global partners for their collaboration. The ESC Global Affairs meeting point was a central point to the ESC's surrounding International partners.

The Global affairs team, ESC Faculty and Global partners also organised informal meetings there.

5.7. ESC Fellowship

Photo 40: Fellows and VIP Lounge

2 371 Fellows (+ 9% vs 2014), **25** Nurse Fellows and **51** Emeritus Fellows attended ESC Congress 2015



5.7.1. Fellows Lounge

For the first time, the VIP Lounge was joined with the Fellows Lounge to facilitate the networking opportunities for the ESC Fellows and also to create a privileged area for VIPs.

Around 1 000 Fellows per day enjoyed the Fellows Lounge facilities and made the most of their privileges. The latest copies of ESC Clinical Practice Guidelines, copies of ESC Journals and catering were made available.

A plasma screen displayed the content of the ESC Congress TV viewing key scientific sessions. 14 computers and a printer were made available as well as a charging point that was much appreciated by the Fellows.

Newly elected Fellows were invited to collect their ESC Fellowship Diploma, FESC pin and to have a picture taken with their diploma as a reward for their new title.

5.7.2. ESC Stand – Membership Area

ESC Fellowship was promoted at the Membership Area on the ESC Stand. This year **49** applications for Fellowship were submitted during ESC Congress 2015.

5.7.3. Newly Elected Fellows Cocktail

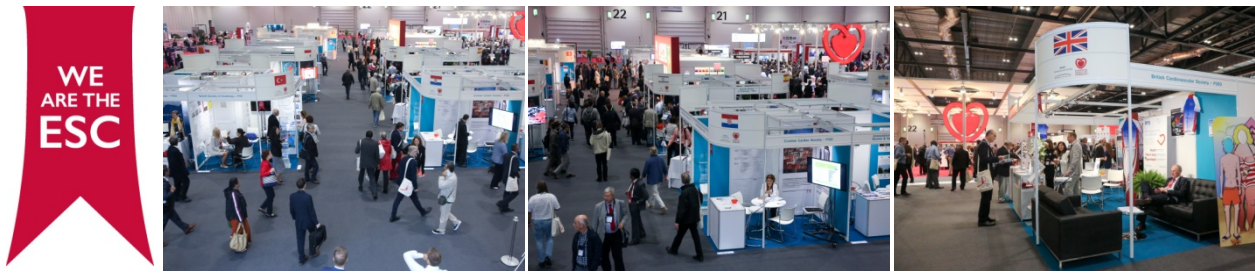
Photo 41: Newly Elected Fellows



On Saturday 29 August from 16:00 to 17:00, the **367** newly elected Fellows and **5** newly elected Nurse Fellows were invited to a networking cocktail. A special tribute was then made to them during the Inaugural Session after the Cocktail.

5.8. National Cardiac Societies Stands

Photo 42: National Cardiac Society Stands



53 National Cardiac Societies were represented in the ESC Plaza. The stands were very well located surrounding the ESC Stand and enabling networking and exchanges.

A red ribbon with the mention “We are the ESC” was displayed on each NCS stand in order to raise membership awareness and demonstrate the existing strong link between the ESC and its privileged partners.

The National Cardiac Societies welcomed many national delegates and presented their activities by displaying posters and brochures on their stands.

6. Exhibition, Industry Sponsored Sessions, Sponsorship and Advertisement

6.1. Exhibition

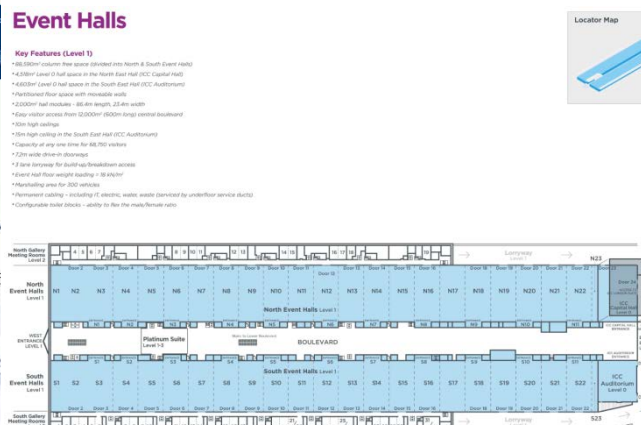
6.1.1. Exhibition Area at ESC Congress 2015

At ESC Congress 2015, the exhibition area was located at the heart of science to foster exchange between healthcare professional and exhibiting organisations. The exhibition area occupied a total of 11 256 m² net and consisted of 231 stand spaces. A total of 217 exhibiting organisations were represented in London. The ESC Congress exhibition was divided in two zones: the commercial exhibition (Exhibition) and an exhibition dedicated to the ESC community in ESC Plaza. Both exhibition areas were located in the south event halls of ExCeL London using a total of 27 000 m² gross. The commercial exhibition used 10 event halls of the congress centre (6 to 10 and 15 to 19 - 20 000 m² gross); the event halls 20 to 23 were used for the ESC Plaza (3 halls - 7 000 m² gross).

Photo 43: Building Layout



Photo 44: Event Hall Layout



6.1.1.1. Exhibition

The ESC Congress 2015 hosted an exhibition area dedicated to the industry at a prime location in the congress centre between the Hub, Poster area and ESC Plaza. This zone concentrated all exhibiting companies in the pharmaceutical, device, imaging and diagnostic sectors. The CPR Workshops and Product Theatre were also located in the exhibition as well. An area was dedicated in the exhibition to the publishers, booksellers and not-for-profit organisations participating at ESC Congress 2015. Emerging Technologies Showcase Area (ETSA) participants were located together in two dedicated areas at a prime location in the Exhibition. In London, the ESC Publishers (Oxford University Press, Wiley and SAGE) were located together in a dedicated area apart from the Publishers Area (ESC Publishers Area). Storage areas rented to exhibitors were also made available to industry in the exhibition area. The exhibition represents a total of 9 412.5 m² net used, 134 exhibiting industry partners and 154 stand spaces. In total, 26 companies exhibited for the first time at ESC Congress.

The Hands-On Tutorials rooms were also located in the exhibition area (528 m² net used). In total, six companies have booked rooms to organise industry tutorials during the congress.

Photo 45: Hub Exhibition Areas

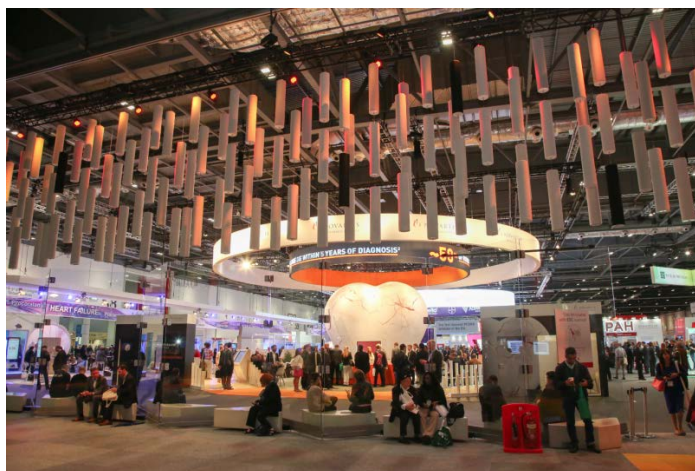


Photo 46: Exhibition



6.1.1.2. ESC Plaza

Photo 47: ESC Plaza



The exhibition in the ESC Plaza hosted all ESC National Cardiac Societies (NCS), the ESC stand and storage, European Heart Agency, ESC Global Affairs and partners, other international associations, History of Cardiology, European Heart for Children and ESC TV. The ESC Plaza was located between the London Main Auditorium and the commercial exhibition. This area hosted as well the delegate lounge, which was made available to participants with catering and charging stations. The exhibition in ESC Plaza represents a total of 1 843.5 m² net used, 83 exhibiting organisations and 77 stand spaces.

Several initiatives were also represented in the vicinity of the ESC Plaza exhibition such as two artist areas, a premium publication rack and SPMI stand.

Photo 48: ESC Stand



6.1.2. Layout of Exhibition Area

6.1.2.1. Exhibition

Figure 19: Exhibition Layout



Table 37: Stand Spaces Breakdown in Exhibition

Stand Type	Number of Stand	Area (m ²)
Industry stands	112	8 380.5
Publishers, booksellers and not-for-profit organisations stands	21	280.5
Emerging Technologies Showcase Area (ETSA) stands	10	90
CPR Workshops and Product Theatre areas	2	465
Storage Areas	6	66.5
Carpeted Areas	3	130
Total	154	9 412.5
Hands-On Tutorials Rooms	6	528

6.1.2.2. ESC Plaza

Figure 20: ESC Plaza Layout

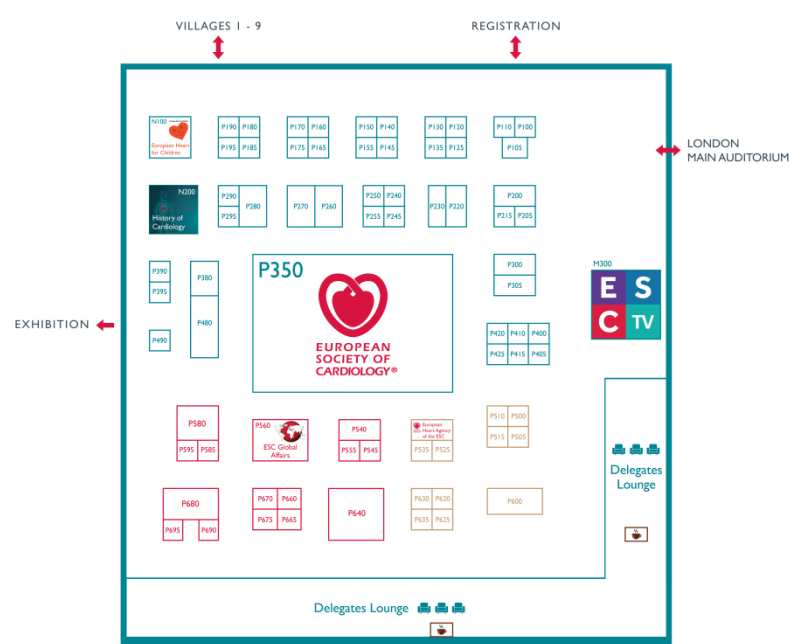


Table 38: Stand Spaces Breakdown in ESC Plaza

Stand Type	Number of stand	Area (m ²)
ESC National Cardiac Societies (NCS) stands	46	540.5
ESC Global Affairs and partners, other international associations	24	348
ESC stand and initiatives	7	955
Total	77	1 843.5

6.1.3. Comparison between Exhibitions: ESC Congress 2014 and ESC Congress 2015

Table 39: Comparison between Exhibition Areas in 2014 and 2015

Description	2014 Barcelona	2015 London
Total number of m ² occupied for stands	10 368.5 m ²	11 256 m ²
Total number of m ² sold – all prices (cancellation not included)	8 496 m ²	9 024 m ²
Total number of exhibiting organisations (includes industry, publisher, NPO, IA, NCS, ESC)	210	217
Total number of Industry Partners	104	102
Total number of ETSA Companies	9	10
Total number of Not-for-profit Organisation	1	7
Total number of publishers	13	13
Total number of International Association	27	24
Total number of National Cardiac Societies	50	53
Total number of ESC initiatives represented	4	8
Total number of stands occupied (includes industry, publisher, NPO, IA, NCS, ESC)	210	231
Total number Industry Partners stands	109	121
Total number of ETSA stands	10	10
Total number of Not-for-profit Organisation stands	1	7
Total number of publishers stands	14	14
Total number of International Association stands	27	24
Total number of National Cardiac Societies stands	43	46
Total number of ESC booth and other ESC initiatives stands (ESC, History of Cardiology, CPR Workshops, European Heart for Children,	6	9

6.1.4. ESC Congress Exhibitions from 2009 to 2015

Figure 21: Number of Stands Occupied

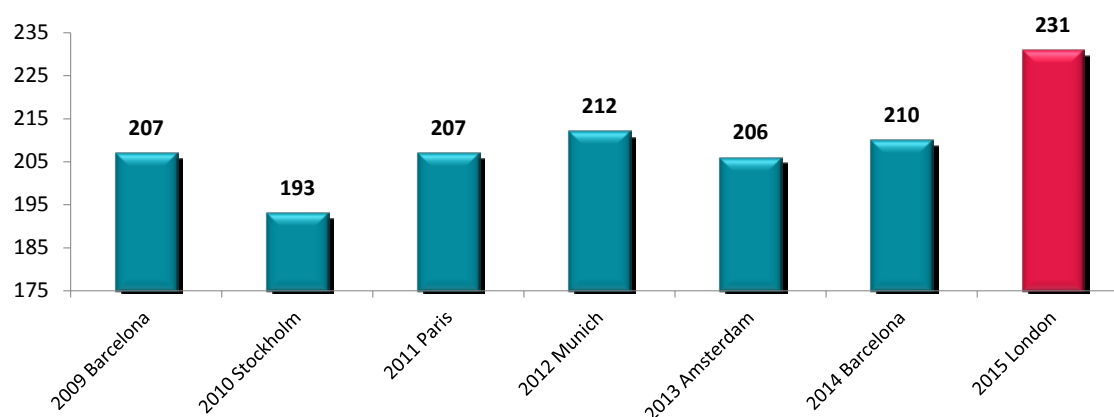
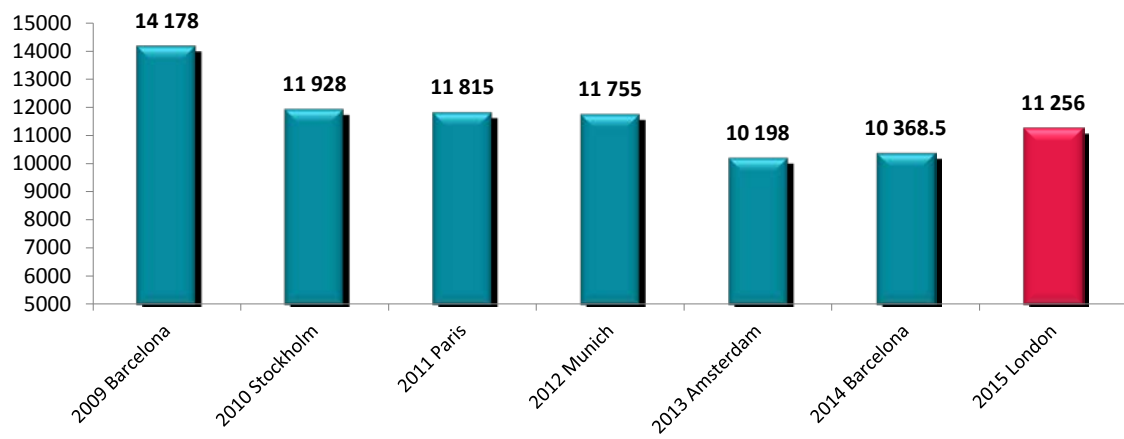


Figure 22: Space Used for Stands (m²)



6.1.5. Exhibition Breakdown

6.1.5.1. List of Exhibitors with Exhibitor Type by Exhibition Space Fee

Standard Early fee

Total of booths sold at Standard Early fee: 96

Total of square meters sold at Standard Early fee: 8 081 m²

Table 40: List of Exhibitors with Standard Early Fee

Exhibitor Name	Stand Number	Number of m ²
3M Deutschland GmbH	L100	36
Accriva Diagnostics	B240	9
Actelion Pharmaceuticals Ltd	A400	225
Agfa Healthcare	A350	18
AI Mediq International S.A.	C620	9
Amgen (Europe) GmbH	B300	125
Aspen Pharma	H760	24
AstraZeneca AB	E600	157.5
AstraZeneca UK Ltd	E100	612.5
Bayer Pharma AG	C200	369
Bayer Pharma AG	E500	140
BePATIENT	B520	18
BGP Products Operations AG	F200	126.5
Biotronik SE & Co KG	H600	102
Blueprint Genetics Oy	E960	9
Boehringer Ingelheim International	G100	480
Boehringer Ingelheim pharma GmbH	G300	20
Cardiome international AG	B400	50
CellAegis Devices Inc	D610	18
China Qingdao Bright Medical Manufacturing Co Ltd	B555	9
Circle Cardiovascular Imaging BV	H720	9
Cleveland Clinic Foundation	C650	12
Covance Laboratories	B260	26
custo med GmbH	B200	21
Daiichi Sankyo Europe GmbH	F100	504
Daiichi Sankyo Europe GmbH (Storage Area)	C804	12
DailyCare BioMedical	C710	10
Defibtech LLC	H700	12
DocCheck Medical Services GmbH	A355	12
DSM Nutritional Products Europe Ltd	C720	10
Edan Instruments, Inc	G860	15
Edwards Lifesciences	B450	30
Eli Lilly and Company Limited	G400	20
Esaote SpA	H300	36
Ferrer Internacional SA	B600	105

Exhibitor Name	Stand Number	Number of m ²
Fresenius Medical Care Deutschland GmbH	C610	12
Fukuda Denshi	H961	30
GE Healthcare GmbH	H200	92
Glenmark Pharmaceuticals Ltd	A360	10.5
Health in Code SL	E910	9
HITACHI Medical Systems Europe AG	E900	18
Itamar Medical Ltd	C450	12
Kaneka Pharma Europe N.V.	A370	9
Labtech Ltd.	E750	9
McKesson Technologies UK Ltd	B275	9
Medimatic Srl	E800	18
Medis Medical Imaging Systems	G800	10
Meditek Ltd	B500	30
Medscape Cardiology	C500	112
Medtronic International Trading SARL	F400	104.5
MENARINI INTERNATIONAL OPERATIONS LUXEMBOURG SA	F500	420
MENARINI INTERNATIONAL OPERATIONS LUXEMBOURG SA (Storage Area)	B703	15
Merck Sharp & Dohme	A500	360
Microlife AG	E720	15
MIDES GmbH	G850	10
MINDRAY BIO-MEDICAL ELECTRONICS CO., LTD	H960	18
Mortara Instrument Inc	G900	62.5
NeuroVive Pharmaceutical AB	B540	9
NORAV Medical GmbH	C300	18
NorthEast Monitoring Inc	H730	9
Novartis Pharma AG	D200	369
Petr Telegin Ltd	B230	12
Pfizer Inc	D800	112.5
Pfizer Inc	D850	112.5
Pfizer Ltd	H100	600
Philips Medical Systems NL BV	G200	192
Portola Pharmaceuticals Inc	B515	9
PRS Neoscan	H780	9
ResMed SAS	H950	35
Roche Diagnostics International AG	D500	52
Sanofi-Aventis Groupe	A100	180
Sanofi-Aventis Groupe	A200	15
Sanofi-Aventis Groupe	A250	15
Schiller AG	A300	78
Schwarzer Cardiotek GmbH	H900	27
ScottCare Corporation	C400	12
SERVIER INTERNATIONAL	K100	86
SERVIER INTERNATIONAL	C100	276

Exhibitor Name	Stand Number	Number of m ²
SERVIER INTERNATIONAL	D100	207
SERVIER INTERNATIONAL	B100	276
Shenzhen Biocare Bio-Medical Equipment Co., Ltd	C350	12
Shenzhen Carewell Electronics Co., Ltd	C660	16
Shire International GmbH	H750	21
Siemens Healthcare GmbH	G700	105
SOMNOmedics GmbH	A450	12
St Jude Medical Coordination Center BVBA	D550	63
Storz Medical AG	B220	12
Sunshine Heart	B510	9
Takeda Pharmaceuticals International GmbH	H500	110
TomTec Imaging Systems GmbH	G810	10
Toshiba Medical Systems Europe BV	G500	105
United Therapeutics Europe Ltd	C600	49
Vales & Hills Biomedical Tech Ltd	B250	12
Vasomedical Inc	A480	18
ZEUS Scientific Inc	D630	9
Zoll CMS GmbH	D600	30

Standard Late fee

Total of booths sold at Standard Late fee: 21

Total of square meters sold at Standard Early fee: 307 m²

Table 41: List of Exhibitors with Standard Late Fee

Exhibitor Name	Stand Number	Number of m ²
Advanced Medical Education	E730	9
Amgen (Europe) GmbH	H970	72
Amgen (Europe) GmbH (Storage Area)	B720	6
Biocompatibles UK Ltd	C700	10
Elsevier BV	B545	9
Elsevier BV	B530	13.5
Everist Health	H790	9
GlaxoSmithKline PLC	D700	35
Incathlab	H770	9
Kinpo Electronics, Inc	H820	12
Medicys Limited	E700	12
Medley Farmaceutica	B550	9
MESI Medical	E950	9
Nihon Kohden UK Ltd.	E740	9
Osaka University	B270	9
Personal MedSystems GmbH	H710	9
Pfizer Ltd (Storage Area)	C900	18
Philips Medical Systems NL BV (Storage Area)	C910	13.5

Exhibitor Name	Stand Number	Number of m ²
Randox Laboratories Ltd	D650	15
SMART SOLUTIONS TECHNOLOGIES, S.L.	H830	9
ZEBRA TECHNOLOGIES EUROPE LIMITED	C730	10

Standard fee for Carpeted areas

Total of booths sold at Standard fee for carpeted areas: 3

Total of square meters sold at Standard fee for carpeted areas: 130 m²

Table 42: List of Exhibitors with Standard Fee for Carpeted Areas

Exhibitor Name	Stand Number	Number of m ²
Sanofi-Aventis Groupe	A150	15
SERVIER INTERNATIONAL	C150	57.5
SERVIER INTERNATIONAL	B150	57.5

Reduced Early Fee

Total of booths sold at Reduced Early fee: 25

Total of square meters sold at Reduced Early fee: 362 m²

Table 43: List of Exhibitors with Reduced Early Fee

Exhibitor Name	Stand Number	Number of m ²	Comment
American College of Cardiology	P640	60	Global Affairs Partner – 36 m ² free space
American Society of Echocardiography	P630	9	International Association
British Cardiovascular Society	P260	24	National Cardiac Society – 18 m ² free space
British Society of Echocardiography	B705	6	Publisher
French Society of Cardiology	P305	18	National Cardiac Society – 9 m ² free space
German Cardiac Society	P280	24	National Cardiac Society – 9 m ² free space
Guarant International spol. s r.o.	B706	6	Not-for-profit Organisation
Hellenic Cardiological Society	P380	20	National Cardiac Society – 9 m ² free space
Hungarian Society of Cardiology	P105	10.5	National Cardiac Society – 9 m ² free space
Israel Heart Society	P220	18	National Cardiac Society – 9 m ² free space
John Wiley & Sons Ltd	B800	24	Publisher
Netherlands Society of Cardiology	P270	24	National Cardiac Society – 9 m ² free space
Oxford University Press	B801	60	Publisher – 20 m ² free space
Physicians Academy for Cardiovascular Education	B410	27.5	
Polish Cardiac Society	P200	18	National Cardiac Society – 9 m ² free space
Romanian Society of Cardiology	P300	18	National Cardiac Society – 9 m ² free space
SADS UK	B700	6	Not-for-profit Organisation
SAGE Publications Ltd	B802	18	Publisher – 9 m ² free space

Exhibitor Name	Stand Number	Number of m ²	Comment
Spanish Society of Cardiology	P230	15	National Cardiac Society – 9 m ² free space
The Jama Network	C802	18	Publisher
The New England Journal of Medicine	C807	18	Publisher
Thrombosis Research Institute	H400	52	
Wisepress Online Bookshop Ltd	B701	18	Publisher
Wisepress Online Bookshop Ltd	B730	2	Storage Area
Wolters Kluwer Health	C800	12	Publisher

Reduced Late Fee

Total of booths sold at Reduced Late fee: 7

Total of square meters sold at Reduced Late fee: 54 m²

Table 44: List of Exhibitors with Reduced Late Fee

Exhibitor Name	Stand Number	Area (m ²)	Comment
Barts Heart Centre	C803	6	Not-for-profit Organisation
Cardio Alex	P620	9	International Association
Cogent	C805	6	Publisher
Ercules Comunicazioni	C809	6	Publisher
European Association for Medical Research	C806	9	Not-for-profit Organisation
HEART UK - The Cholesterol Charity	C808	9	Not-for-profit Organisation
International Society on Thrombosis and Haemostasis	B704	9	Not-for-profit Organisation

Emerging Technologies Showcase Area (ETSA)

Total of booths sold at ETSA: 10

Total of square meters sold at ETSA: 90 m²

Table 45: List of Exhibitors with ETSA Fee

Exhibitor Name	Stand Number	Area (m ²)
Advanced Cooling Therapy	I100	9
Aegerion Pharmaceuticals SARL	J100	9
AUM Cardiovascular, Inc.	I300	9
Dot Medical Ltd	J400	9
Lev El Diagnostics of Heart Disease	J200	9
Maltron International Ltd	I500	9
Novalung GmbH	I200	9
Qompium BVBA	J300	9
Singulex	J500	9
VectraCor Inc	I400	9

Booths ESC Plaza

Total of booths: 69

Total of square meters: 2 232 m² including square meters

Table 46: List of Exhibitors ESC Plaza

Exhibitor Name	Stand Number	Area (m ²)	Comment
Albanian Society of Cardiology	P135	9	National Cardiac Society
Algerian Society of Cardiology	P405	9	National Cardiac Society
American Heart Association	P680	36	Global Affairs Partner
Armenian Cardiologists Association	P390	9	National Cardiac Society
Arrhythmia Alliance	P500	9	International Association
Association for European Paediatric Cardiologists AEPC	P505	9	International Association
Association of Cardiologists of Bosnia and Herzegovina	P130	9	National Cardiac Society
Association of Cardiologists of Kazakhstan	P205	9	National Cardiac Society
Austrian Society of Cardiology	P290	9	National Cardiac Society
Azerbaijan Society of Cardiology	P125	9	National Cardiac Society
Belgian Society of Cardiology	P250	9	National Cardiac Society
Belorussian Scientific Society of Cardiologists	P170	9	National Cardiac Society
Brazilian Society of Cardiology	P540	18	Global Affairs Partner
British Journal of Cardiac Nursing	C801	9	Publisher
Bulgarian Society of Cardiology	P185	9	National Cardiac Society
Cardiological Society of India	P660	9	Global Affairs Partner
Cardiology Society of Serbia	P175	9	National Cardiac Society
Cardiostim	P525	9	International Association
Cardiovascular Society of India	P695	9	Global Affairs Partner
Charity Cardiac Risk in the Young (CRY)	B702	9	Not-for-profit Organisation
Chinese Society of Cardiology	P690	9	Global Affairs Partner
Croatian Cardiac Society	P120	9	National Cardiac Society
Cyprus Society of Cardiology	P395	9	National Cardiac Society
Czech Society of Cardiology	P215	9	National Cardiac Society
Egyptian Society of Cardiology	P295	9	National Cardiac Society
Europa Organisation SA	P600	30	International Association
European Association for the Study of Diabetes	P515	9	International Association
European Atherosclerosis Society	P635	9	International Association
European Society of Cardiology	A900	384	CPR Workshops
European Society of Cardiology	P350	580	ESC Stand

Exhibitor Name	Stand Number	Area (m ²)	Comment
European Society of Cardiology	N100	36	European Heart for Children
European Society of Cardiology	N200	49	History of Cardiology
European Society of Cardiology	C750	81	Product Theatre
European Society of Cardiology	M300	200	ESC TV
European Society of Cardiology	P560	48	ESC Global Affairs
European Society of Cardiology	P520	18	European Heart Agency of the ESC
Georgian Society of Cardiology	P165	9	National Cardiac Society
Great Wall International Congress of Cardiology	P555	9	Global Affairs Partner
Interamerican Society of Cardiology	P585	9	Global Affairs Partner
International Society of Cardiovascular	P535	9	International Association
Irish Cardiac Society	P255	9	National Cardiac Society
Italian Federation of Cardiology	P245	9	National Cardiac Society
Japanese Circulation Society	P580	30	Global Affairs Partner
Kosovo Society of Cardiology	P150	9	National Cardiac Society
Kyrgyz Society of Cardiology	P490	9	National Cardiac Society
Lebanese Society of Cardiology	P425	9	National Cardiac Society
Libyan Cardiac Society	P415	9	National Cardiac Society
Lithuanian Society of Cardiology	P480	36	NCS - Nordic Baltic
Luxembourg Society of Cardiology	P400	9	National Cardiac Society
Macedonian FYR Society of Cardiology	P155	9	National Cardiac Society
Maltese Cardiac Society	P145	9	National Cardiac Society
Mexican Society of Cardiology	P595	9	Global Affairs Partner
Moroccan Society of Cardiology	P410	9	National Cardiac Society
Portuguese Society of Cardiology	P100	9	National Cardiac Society
Radcliffe Cardiology	C810	9	Publisher
Russian Society of Cardiology	P190	9	National Cardiac Society
San Marino Society of Cardiology	P240	9	National Cardiac Society
Saudi Heart Association	P670	9	Global Affairs Partner
Singapore Cardiac Society	P545	9	Global Affairs Partner
Slovak Society of Cardiology	P195	9	National Cardiac Society
Slovenian Society of Cardiology	P160	9	National Cardiac Society
South African Heart Association	P665	9	Global Affairs Partner
Swiss Society of Cardiology	P420	9	National Cardiac Society

Exhibitor Name	Stand Number	Area (m ²)	Comment
Tunisian Society of Cardiology and Cardio-Vascular Surgery	P180	9	National Cardiac Society
Turkish Society of Cardiology	P110	9	National Cardiac Society
UEMS Cardiology Section	P510	9	International Association
Ukrainian Association of Cardiology	P140	9	National Cardiac Society
World Heart Federation	P675	12	Global Affairs Partner

Cancellation fee

Total of booths with cancellation fee: 2

Total of square meters with cancellation fee: 44 m²

Table 47: List of Exhibitors with Cancellation Fee

Exhibitor Name	Number of m ²	Comment
Celladon Corporation	18	Cancellation fee 100%
Vifor (International) AG	26	Cancellation fee 100%

6.1.6. Exhibition Schedule

6.1.6.1. Exhibition Opening Hours

Saturday	12.30 – 18.00 * New in 2015
Sunday	9.00 – 18.00
Monday	9.00 – 18.00
Tuesday	9.00 – 18.00
Wednesday	Closed

6.1.6.2. Extended Construction and Decoration Schedule

The exhibition schedule for stand construction has been reviewed in order to extend the official build-up and decoration hours for exhibitors and contractors. Additionally and as last year, exhibitors and contractors had the opportunity to extend their build-up and/or dismantling time by ordering extra night hours from ESC. Only the agency building-up the stand of AstraZeneca ordered extra hours in London for a total of 45 hours, 36 hours for the build-up of the stand and 9 hours for the breakdown.

6.2. ESC Initiatives – CPR Workshop

6.2.1. Cardiopulmonary Resuscitation (CPR) Workshops

The CPR Workshops were organised for the fourth time at ESC Congress and enjoyed a good location, next to the ESC Plaza, on stand A900.

The set up was very similar to previous editions, was reconvened, with an open air forum for an audience of 35, six closed windowed workshops rooms (compared to seven last year), a storage area and a space for the ERC stand, ESC's partner in the initiative, who sent as usual two staff members to help with the logistics (emergency boxes, sponsor's equipment) and registration to the workshops.

Photo 49: CPR Workshop



6.2.2. Logistics

For the past two years, the stand has been manned by ESC Staff, which enables better on-site logistics and smoother operations. It was open from Saturday 29 August (15:00 – 18:00) to Tuesday 1 September: 09:00 – 18:00.

The free 90 minutes workshops took place from Sunday 30 August to Tuesday 1 September are included:

CPR and AED Refresher Workshop: 9:00-10:30 and 14:00-15:30

Advanced CPR Skills Workshop: 11:30-13:00 and 16:30-18:00

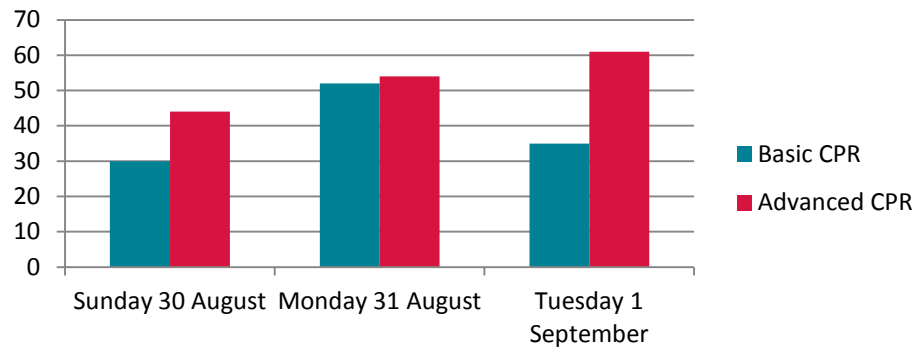
The team of 14 instructors came from the United Kingdom and all over Europe, some of them had already participated in the CPR Workshops, which enabled them to work very well together.

Dr Nikolaos Nikolaou was the Course Organiser as well as the on-site Course Co-director with Monika Grunfeld.

6.2.3. Results

The workshops were very popular with an attendance of 276 participants, 50% of the participants went to both types of workshop.

Figure 23: Participants per Type of CPR Workshop: Basic and Advanced



6.3. ESC Congress 2016 Stand

Table 48: Participants at the Types of Sessions

Participants	ESC 2012	ESC 2013	ESC 2014	ESC 2015
Total Basic CPR	108	38	147	117
Total Advanced Life Support	153	77	171	159
Total sessions	261	115	318	276
Went to both sessions	74	35	95	69
% attending both sessions	57%	61%	60%	50%

Location has a big influence on the number of attendees, as the least attended workshops were in 2013 in Amsterdam and the most for the moment is in Barcelona for ESC Congress 2014.

Important: for 2015 only seven simultaneous sessions took place (instead of 8), which means that a maximum of 294 participants could register (compared to 336 from the previous year).

Photo 50: CPR Workshop Rooms

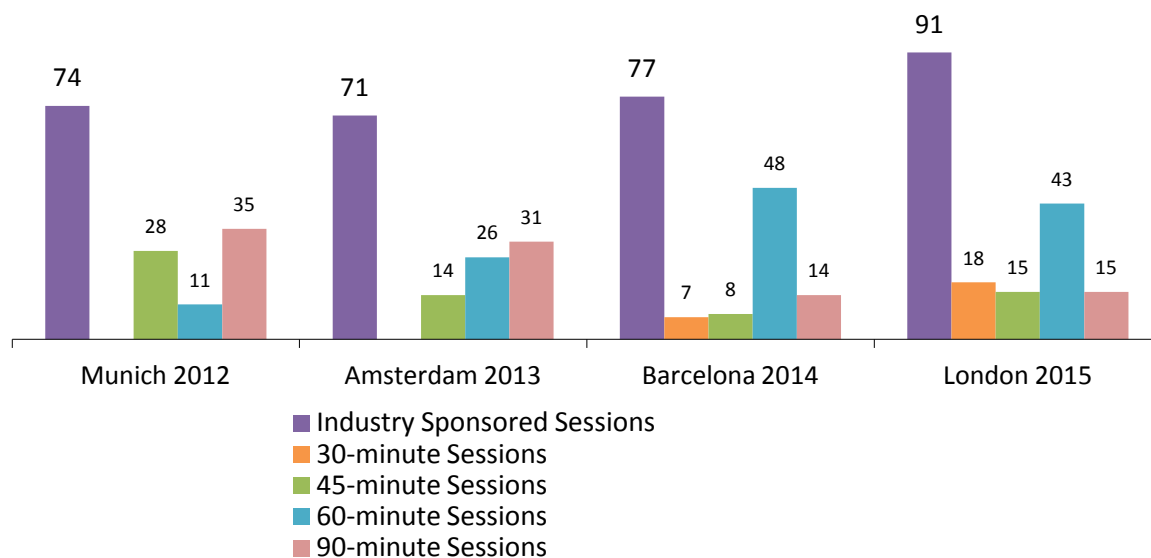


6.4. Industry Sponsored Sessions

91 Industry Sponsored Sessions in total were organised by 40 different companies.

- 30-minute Sessions are Satellite Symposia – Experts on the Spot or EBAC Accredited Educational Programme - Experts on the Spot
- 45-minute, 60-minute and 90-minute Session are Satellite Symposia or EBAC Accredited Educational Programme

Figure 24: Types of Industry Sponsored Sessions

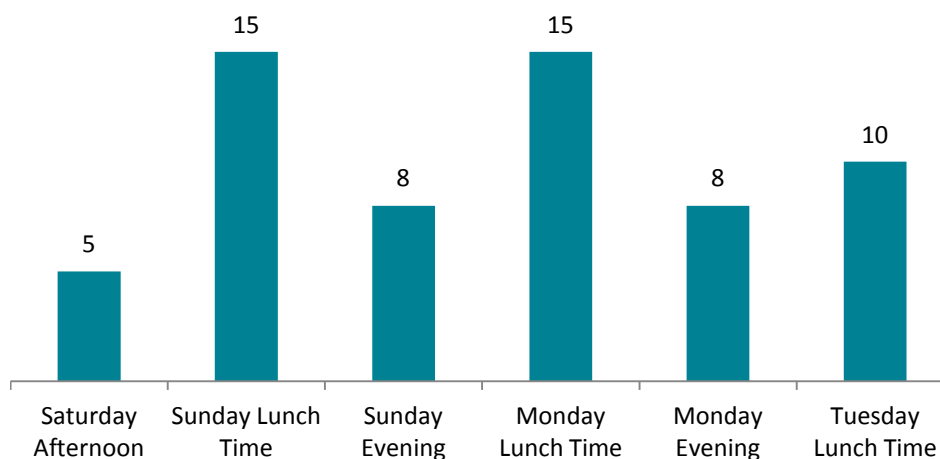


6.4.1. Satellite Symposia

61 Satellite Symposia sponsored by 37 industry partners were held in 21 Lecture Rooms of the 9 different Villages.

Most of the sessions were organised during the lunch break and some of them in the evening.

Figure 25: Number of Satellite Symposia Per Day



6.4.2. EBAC Accredited Educational Programmes

CME accreditation by EBAC - The European Board for Accreditation in Cardiology provides accreditation to educational programme such as events and distance learning courses. EBAC is an independent body constituted by European specialists in cardiology and medical education. EBAC accreditation confirms the scientific and educational quality of a programme, and allows the participants to receive CME credits for the time spent in the educational activity.

A Satellite Symposium with EBAC accreditation is officially announced as "EBAC Accredited Educational Programme supported by an unrestricted educational grant from Company X"

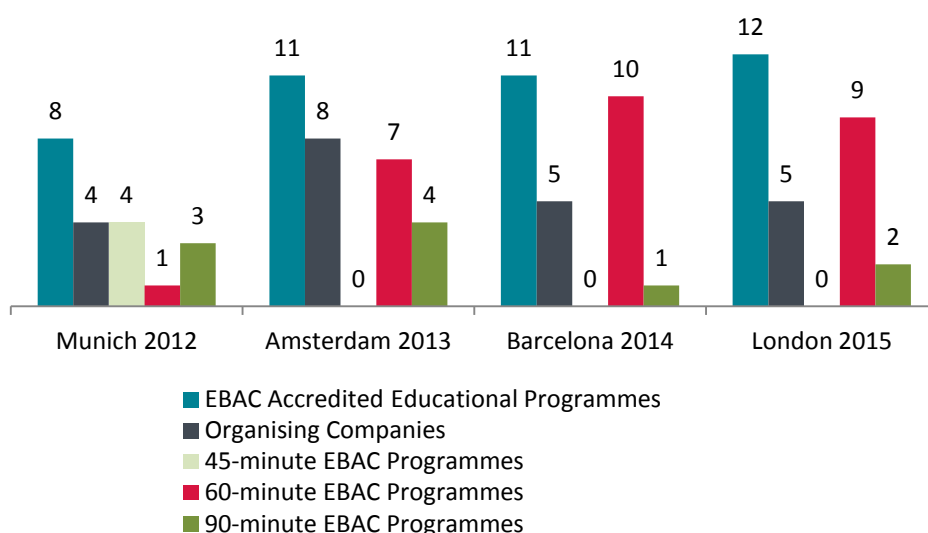
12 EBAC Accredited Educational Programmes were sponsored by an educational grant by five different industry partners:

AstraZeneca, Boehringer Ingelheim, PACE, SERVIER and St. Jude Medical

60-minute sessions: 9 sessions

90-minute sessions: 2 sessions

Figure 26: EBAC Accredited Programmes



6.4.3. Satellite Symposia – Experts on the Spot

For the second year, ESC offered companies organising Satellite Symposia and EBAC Accredited Educational Programmes the opportunity to organise a complimentary 30 minutes session.

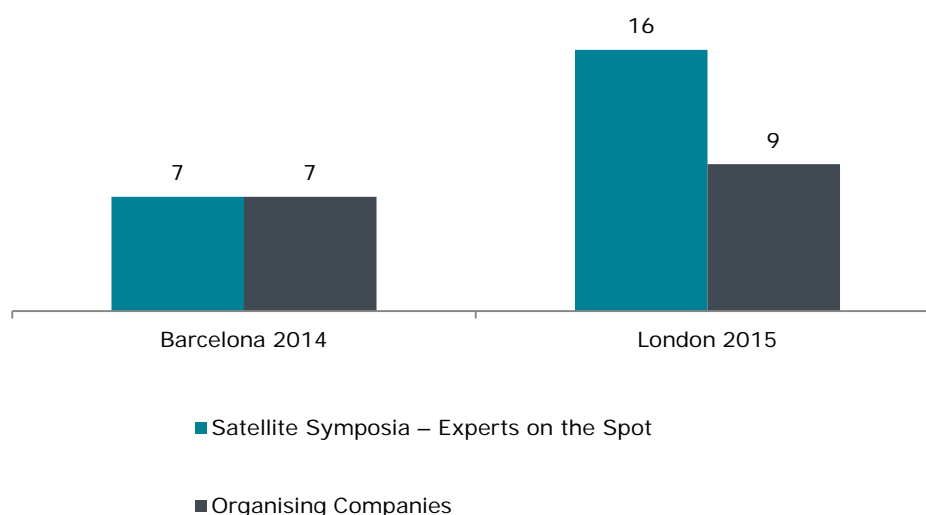
The scientific programme of the Satellite Symposia - Experts on the Spot has to be in-line with what has been presented during the Satellite Symposium or EBAC Accredited Educational Programme. All Satellite Symposia - Experts on the Spot sessions were held in the highly attractive Hub area located at the very heart of the exhibition.

Experts on the Spot session gave the opportunity to delegates who attended the first session a further opportunity to question and exchange with topic experts in a concise and interactive format.

Nine companies organised one or more Satellite Symposia - Experts on the Spot:

Amgen, Boehringer Ingelheim, Cardiome, Charité, Daiichi Dankyo, MSD, Pfizer, Sanofi and Takeda.

Figure 27: Satellite Symposia and Number of Companies



6.4.4. EBAC Accredited Educational Programme - Experts on the Spot

New this year! Satellite Symposium - Expert on the Spot can be included in the EBAC Accreditation.

The intention is to provide a 30 minute concise and interactive session for more in depth discussion on the content previously presented in the EBAC Educational Programme.

The CME Provider must ensure that only those participants who attend the EBAC Accredited Educational Programme and the Experts on the Spot session receive CME points.

EBAC awards 1 CME point per 1 hour of education. Increment of half a point is not an option:

- One point for the combination of a 45-minute EBAC Accredited Educational Programme and a 30-minute Experts on the Spot session
- One point for the combination of a 60-minute EBAC Accredited Educational Programme and a 30-minute Experts on the Spot session
- Two points for the combination of a 90-minute EBAC Accredited Educational Programme and a 30-minute Experts on the Spot session

Two EBAC Accredited Educational Programme – Expert on the Spot have been supported by AstraZeneca.

Photo 51: The Hub (1)



Photo 52: The Hub (2)



6.4.5. Hands-On Tutorials

The ESC offered companies a means of associating with the educational requirements of delegates in an exclusive environment through the organisation of Hands-On Tutorials. These industry supported tutorials provided participants with an opportunity for hands-on and/or technical experts on specific areas of expertise. Tutorials were promoted as part of the scientific programme in a separate dedicated tab of the Final Programme, in the Mobile App. and on the ESC Congress 2015 Scientific Programme and Planner.

Hands-On Tutorials' rooms were built in the exhibition hall

Six Hands-On Tutorials were organised by six different industry partners: Philips, Resmed, Shire, Siemens AG, Healthcare, Toshiba Medical Systems, United Therapeutics Europe Limited

Figure 28: Hands-On-Tutorials and Organising Companies

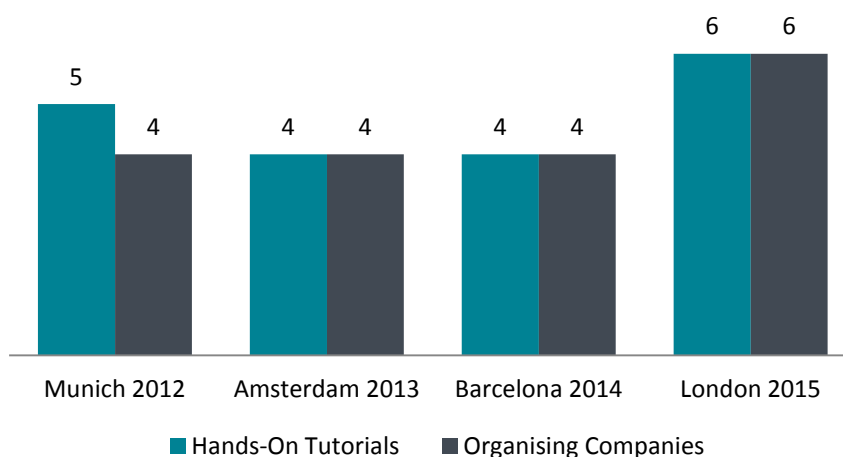


Photo 53: Hands-On Tutorials (1)



Photo 54: Hands-On Tutorials (2)



6.4.6. Industry Sponsored Session Display Rack

Industry Display Racks have been renewed in order to offer increased visibility to industry sponsored sessions' invitation flyers. These racks were placed in a strategic position at the beginning of the ExCeL Central Boulevard to attract delegate attention and ensure additional promotion of industry partners' educational activities.

Photo 55: Industry Sponsored Session Display Rack



6.5. Sponsorship and Advertising

A very large number of sponsorship/advertising products and services were supported by industry partners in London. There was a high interest in being visible on-site. This year the industry partners showed high interest in sponsoring online material such as Industry Sponsored Sessions Webcasts on ESC Congress 365 platform.

The following list details the sponsorship/advertising items taken by supporting companies:

Table 49: Sponsorship and Advertising Item and Sponsors

Products	Sponsors
Badge Leads Management system	Siemens, GE healthcare, Philips Healthcare, Novartis
Best of ESC	AstraZeneca, SERVIER
Congress News Advertisements	AstraZeneca, Boehringer Ingelheim, Daiichi-Sankyo, SERVIER
eBlast	Actelion, Amgen, AstraZeneca, Bayer HealthCare, Boston Scientific, Cleveland Clinic Foundation, Daiichi Sankyo, Mylan, NeuroVive Pharmaceutical, Novartis, Sanofi, Shire, Takeda, Thrombosis Research Institute,
ESC Congress In Review – Focus on Arrhythmia Edition	Daiichi Sankyo
ESC Congress In Review – Focus on Prevention Edition	Amgen
ESC Congress review – Official Highlights Report	SERVIER
ESC Congress 365	AstraZeneca, Bayer HealthCare, Boehringer Ingelheim, Daiichi Sankyo, The BMS PfizerAlliance, Servier
ESC TV	AstraZeneca, SERVIER

Products	Sponsors
Industry Sponsored Session Rack Display Screen Advertisements	Actelion, AstraZeneca, Daiichi Sankyo, Eli Lilly and Company Limited, Novartis, Physicians Academy for Cardiovascular Education, Pfizer Ltd, Pfizer Inc, Sanofi
Industry Programme	Actelion
Industry Advert in the Industry programme	Actelion, AstraZeneca, Boehringer Ingelheim, Daiichi Sankyo, Fukuda, Mylan, MSD, Neurovive Pharmaceutical, Novartis, Pfizer, Physicians Academy for cardiovascular Education (PACE), Sanofi, Takeda,
Industry Welcome Desk	AstraZeneca, Bayer HealthCare, Biotronik, Boehringer Ingelheim, Daiichi Sankyo, Medtronic, MSD, Pfizer, Sanofi, SERVIER, St Jude Medical
Final Programme bookmark	Actelion Pharmaceuticals
Final Programme back cover advert	Daiichi Sankyo
Final Programme inside back cover	Takeda
Final Programme inside pages	Amgen, Pfizer
Mobile App	SERVIER
Live Broadcasting of Industry Sponsored Session	Amgen, Daiichi Sankyo, Mylan, Menarini
On-site advertising	Amgen, Mylan, Novartis, Sanofi
Sitting Cubes	Amgen, Novartis, Sanofi

Products	Sponsors
Poster Area	Amgen, BMS/Pfizer Alliance
Product Theatre presentation in the exhibition	Amgen, Bayer, Daiichi Sankyo, Microlife AG, Philips Respironics, Siemens, Singulex
Programme at-a-glance	Pfizer
Webcast	Abbott, Actelion, Amgen, AstraZeneca, Bayer HealthCare, Boehringer Ingelheim, Cleveland Clinic, Daiichi Sankyo, Fukuda, Mylan, Novartis, Pfizer, ResMed, SERVIER, Takeda, Thrombosis Research Institute
Weblink	AstraZeneca, Boehringer Ingelheim, Daiichi Sankyo, Mylan, Neurovive Pharmaceutical, Pfizer, theHeart.org, Thrombosis Research Institute

6.5.1. Sitting Cubes

Sitting cubes were a success and set up in the Central Boulevard of the venue and in the Delegate Lounge. These cubes created a cosy sitting place for delegates to review the Final programme and meet with other delegates.

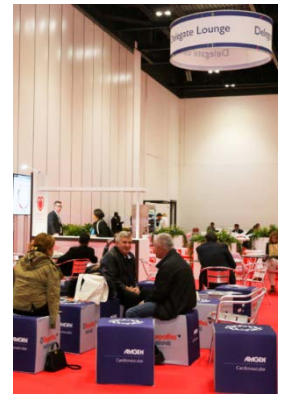
Photo 56: Novartis Sitting Cubes in the Central Boulevard Of The Venue



Photo 57: Sanofi Sitting Cubes in the Central Boulevard of the Venue



Photo 58: Amgen Sitting Cubes in Delegate Lounge



6.5.2. On-site Advertising

Industry partners were very keen this year on using the on-site advertising to enhance their visibility at ExCeL London. This presence suggests that a high variety in the offer was appreciated by the industry partners to show their commitment in the cardiovascular arena. The companies had the possibility to communicate on their therapeutic areas of research and innovations, promoting Industry Sponsored Sessions and encouraging delegates to visit their stand activities.

Photo 59: Sanofi Hanging Banners in the Central Boulevard



Photo 60: Novartis and Amgen Hanging Banners in the Central Boulevard



Photo 61: Amgen Hanging Banner in Central Boulevard



Photo 62: Mylan Pillar Wraps between London Auditorium and Registration Area



Photo 63: Mylan 6-sheets in Main East Entrance



Photo 64: Amgen Staircase at Entrance to Registration



Photo 65: Novartis Backlit Banner (96 sheet)



6.5.3. Poster area Sponsorship

This new initiative was set up at ESC Congress 2015. Two topic areas were supported by the industry.

Arrhythmias, Pacing and Resynchronisation topic area was supported by Bristol-Myers Squibb and Pfizer alliance.

Prevention, Rehabilitation, Sports, Nursing and Ageing topic area was supported by Amgen Cardiovascular

6.5.4. Product Theatre

The Product Theatre was also a new initiative at ESC Congress 2015. This stand was located in the commercial exhibition and enabled companies to present their product features and benefits during coffee breaks and lunch breaks to an audience of approximately 30 people. Each presentation lasted 20 minutes with a five-minute break between each slot.

The Product Theatre schedule was available in the Industry Programme and on an A5 Flyer, which was placed around the stand.

6.5.5. Webcast

The webcast is a video of the Industry Sponsored Session posted on the Congress 365 platform. Last year only one camera on the lectern captured the video of the speaker. The ESC realised that there was a visible need to record panel discussions as well as many Industry Partners ordered a second camera for the supplier CYIM. To enhance the quality of the viewing; 2 cameras were available in Lecture rooms to record the speaker at the lectern and the panel discussions on stage. The room technician was able to switch between cameras to produce the high quality webcasts that were delivered this year.

6.5.6. Live Broadcasting of Industry Session

The ESC offered to Industry Sponsored Sessions organisers the ability to broadcast their session live from London during the congress.

The company CYIM, ESC official supplier, captured the Industry Sponsored Sessions and sent out a live feed via a specific link for wide audience distribution.

The Industry Sponsored Session organisers had to set up their own webpage to host the live broadcast. The live broadcast were promoted on the ESC website Industry and Exhibition Page. The ESC did not host any live broadcasts of Industry Sponsored Sessions on the escardio.org website or Congress365 platform.

6.5.7. eBlast

Three customised, exclusively created emailing campaigns were sent to ESC Congress 2015 pre-registered delegates.

E-mailing schedule:

- 7 August – emailed to approximately 12 000 pre-registered delegates
- 21 August – emailed to approximately 14 000 pre-registered delegates
- 29 August – emailed to approximately 14 000 pre-registered delegates

Each of the eBlast mailings were composed of a maximum of Industry advert visuals.

A carousel at the top of the mailing showed each sponsor's advert and corporate logo, session title, time and lecture room.

The delegate was able to open an enlarged pdf version of each of the sponsor advert by clicking on the advert visual or the session title.

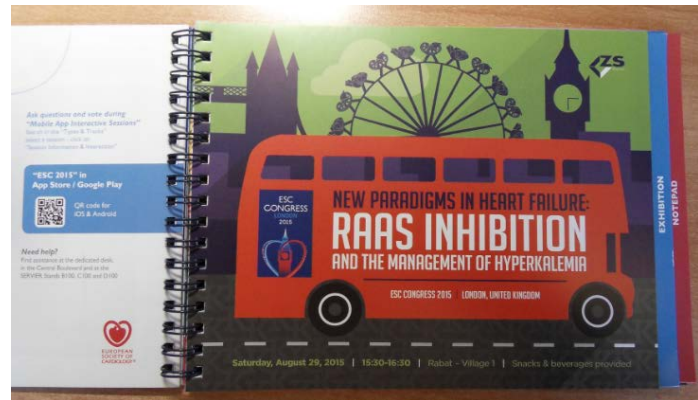
6.5.8. Industry Programme

The Industry Programme sponsored by Actelion Pharmaceuticals highlights Industry partner activities. Sponsored sessions' adverts were included in this very popular booklet. The Industry Programme included note pages at the end and was available for delegates in the Congress Bag.

Photo 66: Industry Programme



Photo 67: Example of Advert for Satellite Symposium



6.5.9. Final Programme

A list of acknowledgments with all the names of Industry Partners was published in the general section of the Final Programme.

Industry Partners had advert pages in this year's Final Programme: Daiichi Sankyo, Pfizer, Amgen and Takeda.

A list of exhibitors was also available in the annexes of the Final Programme. Each exhibitor had their contact details and stand number published in the annex pages.

EBAC Accredited Educational Programmes, Satellite Symposia, and Expert on the Spot Sessions were included in the scientific part of the Final Programme. Hands-On Tutorial programmes were included also in the Final Programme but in a separate section.

The Final Programme bookmark was sponsored by Actelion Pharmaceuticals.

Photo 68: Final Programme Back Cover



Photo 69: Final programme Inside Page Advert



6.5.10. Mobile App

The Mobile App was sponsored by SERVIER. All industry information and programmes were centralised in the “Exhibition & Industry” section of the ESC Congress 2015 mobile App.

The exhibitors were listed by alphabetical order. Each exhibitor had their own company description, including their stand number giving a direct access to the exhibition map. Short descriptions of the company and exhibited product(s) as well as the company contact details were available for each exhibitor. The Sponsored Session(s) and Product Theatre presentations were also listed.

The industry information was also available in the “Floor plan” section of the ESC Congress 2015 Mobile App. The exhibition floor plans of the “ESC Plaza and International Associations” as well as the “Commercial Exhibition” were available there.

6.5.11. Rooms at ESC

6.5.11.1. Function Space

Existent rooms of 97 m² and 71 m² within the congress centre were available for rent. These rooms were located in the South gallery above the Exhibition and The Hub and in the North gallery above the Villages. These rooms were reserved for a minimum of five and a half days.

Table 50: Function Spaces and Companies

South Gallery		Size	Company name
1	Function Space	96m ²	BIOTRONIK
2	Function Space	95m ²	Neurovive
3	Function Space	97m ²	Medtronic
4	Function Space	97m ²	Pfizer
5		97m ²	
6	Function Space	71m ²	BMS Pfizer
7	Function Space	97m ²	Siemens
8	Function Space	97m ²	MSD
9		97m ²	
10		71m ²	
11	Function Space	97m ²	Bayer
12		97m ²	
13	Function Space	97m ²	Boehringer Ingelheim
14		71m ²	
15	Function Space	97m ²	AstraZeneca
16		97m ²	
17		97m ²	
19		97m ²	
20	Function Space	97m ²	Actelion
23	Function Space	97m ²	Novartis
24	Function Space	97m ²	Sanofi
25/26	Industry and CRT Lounge	168m ²	Industry and CRT Lounge
27	Function Space	97m ²	Sanofi
28		97m ²	
29		97m ²	
30		71m ²	
33	Function Space	96m ²	SERVIER

Table 51: Function Spaces and Companies (2)

North Gallery		Size	Company name
4	Function Space	97m ²	Boston Scientific
5	Function Space	97m ²	Amgen

6.5.11.2. Industry Meeting rooms

A dedicated meeting room was available for one-day rental in the North Gallery for companies to hold informal meetings for approximately 20 people. The room was offered in a boardroom set up with beamer and screen. It was rented by three Industry Partners during for four days: Amgen, Amgen Astellas and Philips.

6.5.11.3. Industry and CRT Lounge

A dedicated lounge for General, Scientific and Diamond Exhibitors, as well as, CRT members allowed them to hold informal meetings and take a break from the Congress. The lounge was located in the south Gallery above the exhibition. The lounge was open from Saturday 29 August to Tuesday 1 September from 8:00-18:00.

7. Congress News and Press

7.1. Congress Newspaper

From the 29 August to the 2 September 2015, ESC Congress News 2015 was printed at 65 000 copies and distributed throughout the Congress.

The team consisted of:

- editors in chief: Professor Kurt Huber and Professor Freek Verheugt
- writers: Simon Brown, Janet Fricker and Sophie Goodchild
- 1 photographer: Patrik Engström
- 1 graphic designer: Denis Garcia
- 1 ESC project coordinator

The newspaper was printed by Sharman & Co. Ltd (local printer).

7.1.1. Content

7.1.1.1. Articles

All of the news content was decided after the Press Committee meeting in preparation of the ESC Congress, which takes place in May prior to the Congress.

The articles were written by Janet Fricker, Simon Brown and Sophie Goodchild and also by a selection of commissioned authors, most of whom are practicing cardiologists.

Advance Work:

- debate articles (pro and contra)
- ESC Named Lectures
- 6 Guideline articles (including 1 overview)
- 1 Scientific Preview
- 1 Local article (Welcome to London)
- Faces in the Crowd
- Abstract-based stories
- Press-Conference based stories
- 5 Symposium based articles
- 5 Social Events articles
- 3 ESC Initiatives articles

On-site Work:

- 1 Social Events article
- 15 Hot Lines articles
- 16 Faces in the Crowd

In total, ESC Congress News 2015 comprised of 76 articles.

7.1.1.2. Ads

17 different ads were present in this year's edition compared to 15 last year.

7.1.1.3. Quantities

The following quantities were printed, and the leftovers were less than 10% each day:

Table 52: Daily Print Quantities

Day	No. Copies
Saturday	11 000 copies
Sunday	15 000 copies
Monday	15 000 copies
Tuesday	15 000 copies
Wednesday	9 000 copies

In these quantities, it is important to keep in mind that about 1 800 copies of the newspapers were delivered to a selection of ten hotels including the hotel of the Board, which decreased the number of papers actually delivered to the Congress Centre.

7.1.1.4. Hostesses

As usual, a total of five hostesses were contracted exclusively for Congress News. They were essentially there from 8:30-12:30 every day of the congress.

7.2. Congress Press Office

The Press Centre is a major information hub for media from across the world, to report on the scientific presentations and outcomes of the ESC Congress. The international press conferences and press book with releases, covering 72 scientific sessions, is considered to be of particular media interest. The ESC Press Office also arranged and facilitated interviews with ESC spokespersons and presenters and provided an extensive working space for reporters.

It is important to note that sentences using inverted commas are quotes based on the anonymous survey sent post-Congress to ESC Congress 2015 registered media. A fair amount of input also comes from the ESC spokesperson coordinator who worked closely with journalists on-site.

7.2.1. Key Figures

- 580 journalists (compared to 725 last year but stricter registration procedure/decisions with one person working on it full time)
- 13 press conferences (5 abstract based, 6 Hot Lines, 1 local, 1 opening press conference)
- 47 press releases linked to the 2015 press conference schedule
- 25 additional press releases
- 432 views on press conference live streaming
- agencies (apple tree and ISOC) off site and on-site
- 1 consultant (spokesperson coordinator) on-site, 2 medical writers worked on releases
- New: Registration subcontracted to agency (apple tree communications)
- 11 Hostesses (registration, industry and press working area)

7.2.2. Press Conferences and Releases

- 4 media alerts, the last one relayed to UK press
- Highlights of the ESC Congress (this is a wrap-up article summarising the highlights of the congress, i.e. the most covered Hot Lines and other topics)

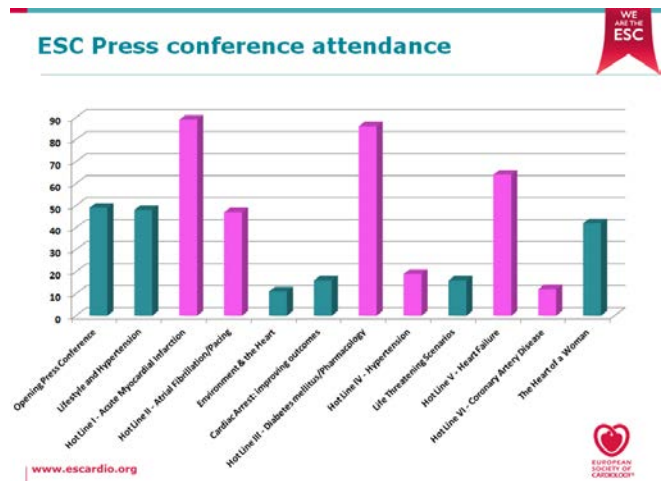
Presented in a press conference

- 14 [press conferences](#) (5 abstract based, 6 Hot Lines, 2 local, 1 opening press conference)
- 47 press releases linked to a press conference presentation including 28 Hot Line presentations

Press conference attendance

- Hot Line I (AMI), Hot Line III (diabetes, pharmacology) and Hot Line V (HF) were the most successful press conferences. (see graph to the right).

Figure 29: ESC Press Conference Attendance



Not presented but included in press book

- 25 additional press releases included
- Basic and translational science Hot Lines
- EORP registries
- Guidelines
- Registry Hot Lines
- CTU Hot Lines

Impartiality: As mentioned many times before, the need to be as impartial as possible, and keep an ESC hat on, rather than type up what the researcher says, without questioning further, remains crucial if the ESC is to keep its credibility. "It seems that it was the researchers who were responsible for the content. More neutral tone in the releases and more context of the findings." This point was stressed in June to both medical writers, following recommendations from the ESC Press Committee.

Quantity: No real feedback on the many non-press conference releases added (registry Hot Lines, CTUs, basic science Hot Lines, guidelines, EORP registries). Overkill? Maybe having fewer releases (with content more suited to press needs) should be considered. The monitoring report shows every year that the best pick up rates go to those with a lifestyle tone: soft drinks, walking, naps, this year. Fruit, wine, tea and energy drinks last year.

7.2.3. Local Media Activities

- The question of the added value of a local agency should be raised next time a congress takes place in an English speaking city
- A very well attended -with all main UK media outlets present - Local Press Conference took place at the London & Partners headquarters
- Unfortunately this year there were no local VIPs available (health minister, mayor etc)
- 1 press briefing ("The heart of a woman") was organised on-site. There were difficulties in finding a female speaker and in the end Professor Casadei obliged.
- 13 press releases written by agency on different topics meaning journalists benefitted from a wider range of topics than in previous years, when agencies were adapting the official press programme materials
- Top stories were: Daily walk can add 7 years to your life, naps are good for you and air pollution and CVD.

Photo 70: Local Press Conference at London & Partners Building with Professors Pinto and Derumeaux



7.2.4. Industry activities

- Industry press conferences and six display units (compared to eight industry press conferences and nine display units in 2014)
- Context: some Hot Lines were not breaking science (negative or neutral results), which impacted press conference slots sales as there was nothing news-breaking to announce
- Additional person hired late (in July) as first person could not cope with the agreed workload
- One industry press event was organised off-site

7.2.5. Coverage (in terms of media outlets)

Medical: Medscape, MedPage

Lay: BBC, New York Times, Daily Mail, Huffington Post, Washington Post, Daily Telegraph, Die Welt, Le Figaro, La Stampa, Corriere Della Sera, El Pais, L'Express, ABC, Fox News

Newswires: Reuters, Yahoo, MSN, U.S. News & World Report

Business/Financial: Bloomberg, Forbes

7.2.6. Coverage (in terms of top stories)

Local (UK Press): Overwhelming local press coverage thanks to apple tree agency, used for fourth time (first time outside Spain). Results were: 756 clippings including 2 TV, 33 radio, 88 printed media and 633 Online Media) reaching an audience of 618 million.

International: Outstanding international coverage: 4 102 articles. The top press conference in terms of coverage was the 'Lifestyle and Hypertension' conference, followed by the 'Environment and the Heart' conference.

This is the first time since 2012 that a Hot Line press conference did not get the best coverage. The most successful Hot Lines were HL III (Diabetes and Pharmacology) and HL II (AF and Pacing).

The big stories being midday naps, carbonated drinks, prolonged television watching and the leadless pacemaker.

7.2.7. Key 2015 Specific Points

Web pages: Press came at the top of the most visited sections of escardio.org during congress time. There were less individual press conference pages this year, a [general web page](#) featuring all presentations including photos from speakers, links to slides and press releases as a main platform to navigate from. The web team was particularly helpful in creating and updating these pages during the summer and on-site as well as training temporary staff. Despite careful planning and excellent collaboration from the web team, some releases were not available online at the beginning of each press conference, so there were a few complaints from journalists.

Press book on USB key with embargoed press releases and useful data and figures distributed on-site with badge. Embargo rules were made clearer in the summary table online and more general/pragmatic information was added for journalists both in media alerts all summer and in the USB key, making their trip to the congress a more organised one.

Media training sessions: ISOC provided media training at ESC Congress 2013 and at the Spring Summit 2015. Media trainers seemed to be extremely appreciated by all. The provided three types of training:

- A global brief on Friday and Saturday with a really good turnout due to more personalised invitations and more advanced warning
- Individual briefs at the start of each press conference (chairpersons/speakers/spokespersons)
- No crisis communications agency was needed this year- but ISOC trained a number ESC leaders on potentially hot topics that were considered important

An intense but calm year: preparations were intense with a short-staffed team, a press consultant having changed jobs in April and the Congress Project Manager hired as a short-term contract leaving in July and temporary help hired in July (industry press temp and website temp). However on-site, no crisis had to be handled, no embargo break was reported and therefore no sanctioned journalist or media outlets. The Congress Project Manager should be on board no later than 15 April each year.

Photo 71: MedPage Today: Video Filmed in Press Working Area



7.3. Hot Lines

Hot Line press release writing and obtaining data is still challenging for the Hot Lines writer, a few authors declined to cooperate, offered an alternative speaker to take over at the last minute or sent industry press releases. The writer still managed well and became more autonomous.

Hot Line press release and slide availability is key to journalists and obtaining Hot Line slides in advance is not easy for the press office. US media relations teams have the same problem, they always end up uploading last minute ones on-site too. Hot Line slides were less challenging than last year to obtain, NAS worked really well, and therefore, they ended up being uploaded on web pages fairly quickly. However, the photocopying job is hugely time consuming, stressful when slides are missing, which annoys journalists. **A meeting with IS** was organised in October to address the issue and investigate ways to upload all materials behind a login screen and go paper-free, despite journalists loving the paper version. An online version of the Hot Lines press releases could potentially be uploaded two days prior to the press conference rather than handed out on the day- and all the rest (currently given out on USB key) could be pre-uploaded.

Discussions with ACC/AHA media relations teams are also happening, as American journalists tend to refer to ACC/AHA online newsrooms so it makes sense to do the same and provide the same level of service to journalists and adopt the similar embargo rules. Journalists asked that ESC do as the Americans when it comes to Hot Lines releases – all released together at the beginning of Congress – allowing for better preparation. Americans do this at the closure of the stock exchange on Friday evening, to avoid leaks. A letter of intention has been written and will be signed by all parties shortly to formalise this cooperation.

Hot Line slots for press conferences were back to what they used to be, enabling press conferences to take place at 8:00 and 9:00, but the ESC survey shows there should be more time between slots. A break is much needed between Hot Lines – it frustrated journalists, who either missed out on an interview or the next Hot Line – as they needed to write the first Hot Line story immediately.

Hot Lines newsworthiness: there are more and more Hot Line sessions each year (six this year instead of 4 two years ago), but the newsworthiness of the studies presented was questioned by journalists and ESC Press Committee. It was suggested that some CTUs had better content than Hot Lines and that, as from next year, ESC should not copy paste sessions into press conference slots, but have Hot Line press conference mixing Hot Lines sessions, registry Hot Lines and CTUs according to newsworthiness (ESC Press Committee choice in May, which could not be implemented this year)

7.3.1. Journals collaboration and simultaneous publishing

In terms of journals, there was good cooperation with EHJ and NEJM in terms of simultaneous publishing information. It would be necessary to create closer links with all medical journals in the future to obtain full papers and to maximize simultaneous publishing opportunities, which was not done due to lack of time/resources

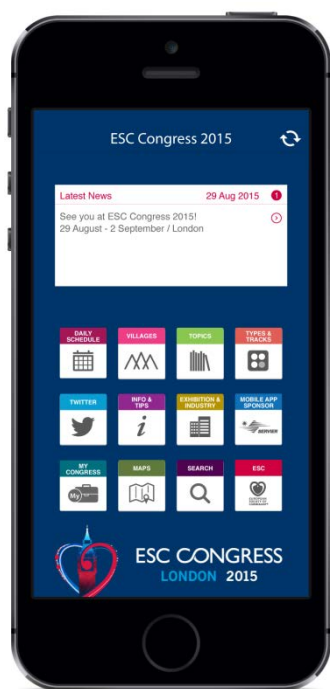
8. Electronic Communication

8.1. ESC Congress Mobile App

8.1.1. Mobile App presentation

In 2015, an upgraded version of the ESC Congress 2015 Mobile App (for iOS and Android devices) was made available on the App Store and Google Play.

Photo 72: ESC Congress 2015
Mobile App



The mobile app contained:

- The entire scientific programme of the Congress (including abstracts)
- Congress maps (congress venue, exhibition area, ESC Plaza)
- Congress general information and resources
- ESC corporate information
- Mobile App Sponsor (SERVIER) information
- Direct links from a presentation to its resources on ESC Congress 365 (slides, videos, abstracts, reports)
- Possibility to vote and ask questions via the mobile app during Mobile App Interactive Sessions
- Possibility to include notes on sessions/presentations
- Possibility to create a personal schedule selecting favourite sessions/presentations and synchronise it between devices and with SP&P
- Optimised search function to easily find sessions, exhibitors, speakers and general info.
- Possibility to share content on social media (Facebook, Twitter, LinkedIn) and by email.
- Stand alone app, once downloaded, no need to connect to the internet to access all congress info

New Developments in 2015

- Optimised search function: you can now search in the info section (General info and Help) and ESC section.
- Possibility to add a personal appointment from My Programme and synchronise between devices
- Possibility to update the app (when clicking on refresh button and when an update is available)
- At the presentation level, resources are displayed in grey, when available, and in blue, when available
- Possibility to receive the resources by email after the Congress
- "Product Theatre": new item presented in the Exhibition and Industry section
- Tips section: general tips to make to most of the app

The app was live on stores since 21 July (nearly 6 weeks before ESC Congress 2015).

The total number of downloads is 23 007 (as of 30 September, +18% compared to 2014).

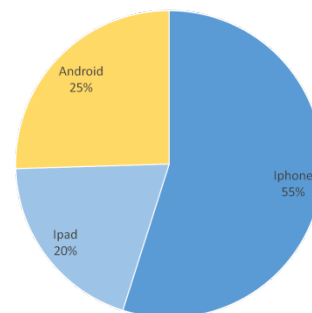
The breakdown by devices is as follow:

- iPhones: 12 629 (55%)
- iPads: 4 517 (20%)
- Android devices: 5 861 (25%)

It means that 70% of delegates were using the app (32 758 delegates).

54% of the downloads were before ESC Congress and 35% were during the first days of the Congress (Saturday, Sunday and Monday).

Figure 30: Smart Devices Used to Download App



8.1.2. Mobile App Promotion

The Mobile App was well promoted before and during the ESC Congress via the ESC website, emailing campaigns and on-site promotion.

Photo 73: Mobile App Advert during Intersession Slideshow in Central Boulevard



Photo 74: Digital Advert on Display Totems for Mobile App

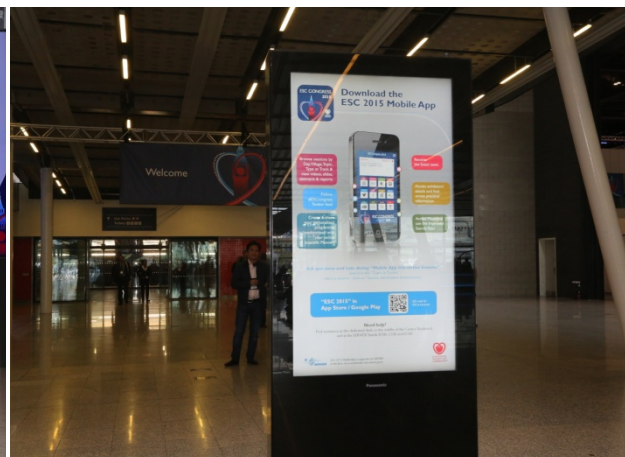


Photo 75: Mobile App Advert on Set Cart in Central Boulevard



Photo 76: Mobile App Advert as Two Meter High Smart Phone



During ESC Congress 2015, a desk was designated to the ESC Congress 2015 Mobile App was located in the Central Boulevard. The aim of this desk was to promote the Mobile App but moreover, to help the delegates downloading and using it. 15 iPads were used: 10 locked on the mobile app, 5 were “open” iPads. On Saturday and Sunday, there was one hostess and one team member from the supplier full-time helping an ESC staff member to work on the Mobile App and ESC Congress 365. There was another hostess and ESC staff member working the desk full-time.

Photo 77: Mobile App Help Desk

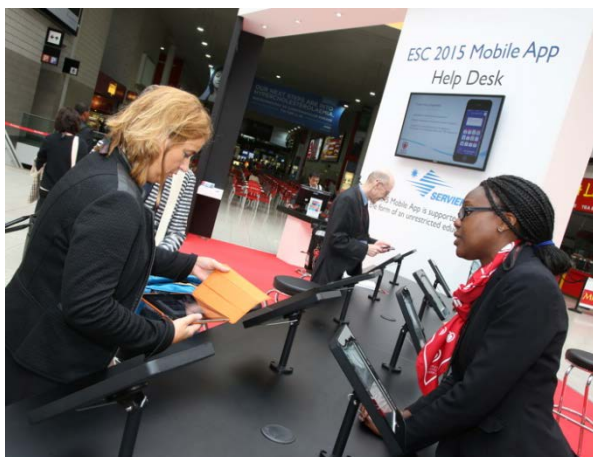


Photo 78: Mobile App Help Desk



Three dedicated hostesses were also in the Registration area during the three first days of the Congress (Friday, Saturday and Sunday) to help delegates download the ESC Congress 2015 Mobile App.

Photo 79: Mobile App Hostess (1)



Photo 80: Mobile App Hostess (2)



In order to promote the App and help delegates to use it, an updated version of the tutorial video was made available on 12 August on the ESC You Tube channel:

<https://www.youtube.com/watch?v=yMSeGkVV4U4&list=PLkBGDn2o3NnPrL4WvOMd6rWoLEk3WJAOi>

and on ESC Congress 2015 Mobile App webpage.

The table below shows the number views until 12 October:

Table 53: Number of Viewers of Tutorial Video for Mobile App

Tutorial Video Chapter	Viewers
Chapter 1: Introduction	1 150
Chapter 2: Browse the Scientific Programme	1 042
Chapter 3: Create your Programme	710
Chapter 4: Mobile App Interactive Sessions	424
Chapter 5: Search through the Mobile App	359
Chapter 6: Locate Lecture rooms and Exhibition stands on Maps	334
Chapter 7: Browse the Exhibition and Industry section	275
Chapter 8: ESC Congress 365: Consult the videos, slides, abstracts and reports	264
Chapter 9: Latest news	233
Chapter 10: Conclusion	206

8.1.3. Mobile App General Use: Analytics Study

Mobile app users mostly use and preferred the following functionalities percentage of users):

- View the “Daily Schedule” (79%)
- Access the “Latest News” list (66%)
- View the maps (either directly with “Maps” button or via sessions or exhibitors) (61%)
- Open “My Congress” (58%)
- Use of “Add to congress” to add favourites to “My Congress” (54%)
- Read news in “Latest News” (50%)

The top five of preferred sessions is slightly different depending if you look at:

- The number of views per session
 1. ESC Guidelines – Overview (15 101 views)
 2. Hot Line I - Acute myocardial infarction (14 050 views)
 3. ESC Guidelines - Acute Coronary Syndromes Non-ST-Elevation (11 656 views)
 4. Hot Line V- Heart failure (9 002 views)
 5. The ESC/HFA Guidelines on acute and chronic heart failure (8 713 views)
- The sessions tagged as favourite
 1. ESC Guidelines – Overview (2 669)
 2. ESC Guidelines - Acute Coronary Syndromes Non-ST-Elevation (2 488)
 3. Hot Line I - Acute myocardial infarction (2 147)
 4. ESC Guidelines - Ventricular Arrhythmias and Sudden Cardiac Death (2 055)
 5. ESC Guidelines - Infective Endocarditis (1 998)

Either way, the Guidelines sessions are still the most viewed sessions.

8.2. ESC Congress 365

8.2.1. Project Description

The “ESC Congress 365” platform is a comprehensive digital library of the ESC Congress science made available, online, 365 days a year, free of charge.

URL: www.escardio.org/365

Tag line: “Your free access to ESC Congress content all year long”.

It allows healthcare professionals to access the scientific content of congress presentations – those they want to see again or those they have missed.

The content is available online within “ESC Congress 365” the day after the presentation is given and consists of videos, slides, abstracts and/or reports (depending on the resources available per presentation). The user needs to log in to his/her My ESC account to access the resources.

ESC Congress 365 contains the content from the last 5 ESC Congresses (ESC Congress 2015 – 2014 – 2013 - 2012 - 2011).

ESC Congress 365 is led by Professor Michel Komajda, FESC, and ESC Congress Programme Chair, Professor Geneviève Derumeaux, FESC, with the support of ESC staff.

ESC Congress 365 was launched in January 2013 and has been a success since its first year (figures from January 2013 to September 2015):

- 3 330 000+ pages views
- 869 000+ visits
- Average visit duration: 00:04:29

Since August 2013, a total of 850 400+ resources were consulted on www.escardio.org/365:

- 517 426 slide sets
- 184 127 videos (previously called “webcasts”)
- 121 640 abstracts
- 27 260 reports

ESC Congress 365 was launched with the following main objectives:

- In its mission to reduce the burden of cardiovascular disease, ESC provides healthcare professionals around the globe with access to the complete set of science from the ESC Congress free of charge, 365 days a year
- Sustain participation in physical congresses (enriching the experience of current delegates with more virtual content and attracting new HCPs, who discover the scientific value of the Congress via the ESC Congress 365 platform and may choose to attend next year’s Congress)
- Extend ESC’s profile (virtually and physical) in existing and untapped markets, geographically, demographically and professionally
- Offer industry partners the opportunity to be associated with the scientific content dissemination of ESC Congresses

In 2015, ESC Congress 365 was supported by five sponsors (AstraZeneca, Bayer Pharma AG, Boehringer Ingelheim, the Bristol-Myers Squibb and Pfizer Alliance and SERVIER). Daiichi Sankyo Europe GmbH announced its support for this platform just before ESC Congress 2015.

Please note that ESC Congress 365 only features resources for which the speakers and/or presenters have granted the ESC the rights to use for educational purposes.

8.2.2. ESC Congress 365 promotion

ESC Congress 365 is usually well promoted throughout the year as well as during the congress: adverts on boards, flat screens and a special desk located in the Central Boulevard, was dedicated to the platform with ten computers locked on ESC Congress 365. No login was required to access the resources on these computers. There were one hostess full-time and one ESC staff on the desk.

ESC Congress is a key promotional opportunity for ESC Congress 365 resources, this is the place where delegates can test it, get familiar with it and then re-use it after the event, 365 days a year.

Photo 81: Central Boulevard



Photo 82: Intersession Slide Show on Screen in Central Boulevard

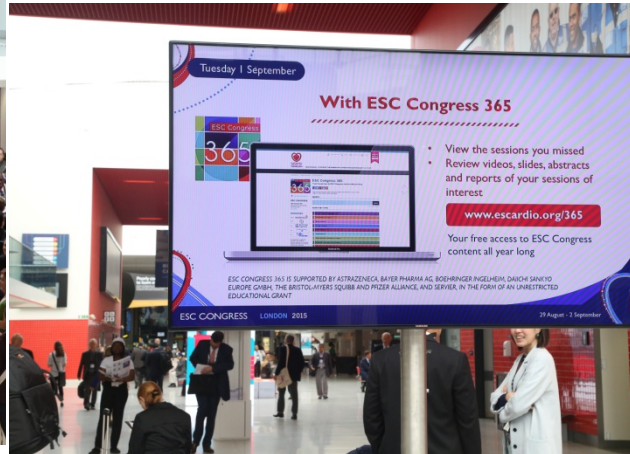


Photo 83: Advert at Mobile App Station in Central Boulevard (1)



Photo 84: Advert at Mobile App Station in Central Boulevard (2)



8.2.3. ESC Congress 365 results during ESC Congress 2015

During the five days of ESC Congress 2015 the resources were consulted as follows (ESC staff has been removed from the figures):

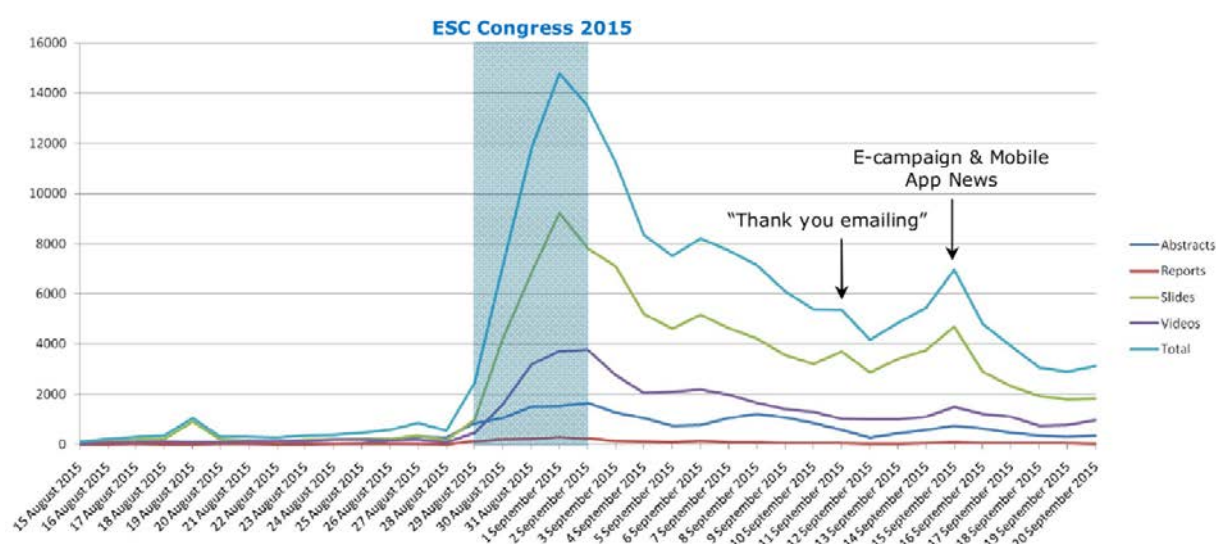
Table 54: Consulted Resources on Congress 365 During Congress

Abstracts ¹	Slidesets	Videos	Reports	Total
6 634	29 140	12 808	1 109	49 691

A total of over 49 600 resources were consulted during the 5 days of ESC Congress, with more than 29 000 slidesets consulted.

This explains the peak in resources consultation during the congress in the graph included below. The second peak represents the ESC Congress 365 resources promotion after ESC Congress: the Thank you emailing on 11 September, an e-campaign and a news via the mobile app on 15 September.

Table 55: Consulted Resources on Congress 365: 15 August-20 September



During ESC Congress 2015, the resources from ESC Congress 365 could be accessed from:

- All mobile devices/computers connected to Internet via www.escardio.org/365
- Computers from the dedicated desk
- ESC Congress 2015 Mobile App, dedicated button at the presentation level

Table 56: Congress 365: Consulted Resources and through What Means

Location/Device	Abstracts	Slidesets	Videos	Reports	Total
From website	6 055	25 544	10 913	1 009	43 521
From dedicated desk	579	813	714	60	2 166
From mobile app	N/A	2 783	1 181	40	4 004
• iOS devices	N/A	2 098	810	28	2 936
• Android devices	N/A	685	371	12	1 068
Total	6 634	29 140	12 808	1 109	49 691

ESC Congress 365 presents content from ESC Congress 2011. The table below presents a comparison of resource consultations during ESC Congress 2015 only:

¹ Regarding Abstracts consultation, the figures presented in this report are reflecting only the views via ESC Congress 365 platform. It does not take into account the views made via the ESC 2015 mobile app as abstracts are included as pdf files in the app and no My ESC account connection is requested.

Table 57: Congress 365: Consulted Resources 2011-2015

Description	Abstracts	Slidesets	Videos	Reports	Total
ESC Congress 2011	121	447	52	38	658
ESC Congress 2012	121	382	61	24	588
ESC Congress 2013	193	452	279	25	949
ESC Congress 2014	321	1 533	647	142	2 643
ESC Congress 2015	5 878	26 326	11 769	880	44 853
Total	6 634	29 140	12 808	1 109	49 691

As one can have imagined, it is the most up-to-date resources, which are the most consulted. The table below presents the topic order by number of consultations during the Congress:

Table 58: Congress 365: Consulted Topics and Resources During Congress 2015

Description	Abstracts	Slidesets	Videos	Reports	Total
Acute Coronary Syndrome	801	2 988	1 317	77	5 183
Arrhythmias and Pacing	1 498	5 802	2 280	393	9 973
Basic Science	339	1 069	417	15	1 840
Cardiac Imaging	533	1 811	940	177	3 461
Heart Failure	621	4 216	1 935	45	6 817
Hypertension	387	2 956	1 024	126	4 493
Interventional Cardiology and Surgery	719	2 355	1 154	108	4 336
Ischemia and Coronary Artery Disease	569	2 686	1 234	27	4 516
Prevention and Rehabilitation	566	2 849	983	89	4 487
Valvular Disease and Interventions	601	2 408	1 524	52	4 585
Total	6 634	29 140	12 808	1 109	49 691

As throughout the year, the top three of most consulted topics are:

1. Arrhythmias and Pacing
2. Heart Failure
3. Acute Coronary Syndrome

8.3. Daily e-Newsletter

Six editions of the Daily My ESC News were emailed to more than 90 000 people for each edition.

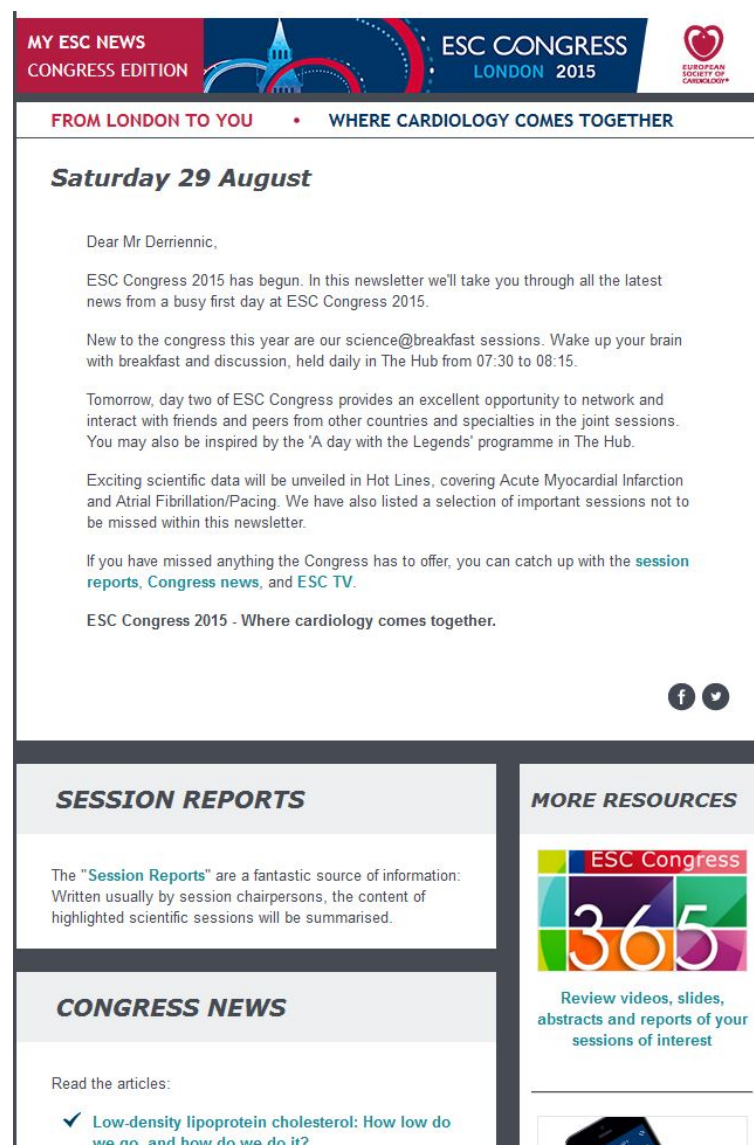
8.3.1. Content and Design

Each edition included:

- An editorial
- Four main sections : Hot Line, Congress Reports, Congress News, Sessions Not To Miss, ESC Congress Resources
- Right column : Quick link access to important sections in the webpage + Adverts

A brand template was used for the 2015 editions.

Photo 85: My ESC News: Congress Edition



8.3.2. Statistics

Table 59: Responses to Daily My ESC News Emails

Description	Percentage	Compared to 2014
Average Open Rate	23.57 %	-2.5 points
Unique Click through Rate	6 %	-1 point

Table 60: Responses to Daily My ESC News Emails

Description	Emails sent	Open Rate	Unique Click-Through Rate	Deliverability rate	Unsubscribed
DAY 1 -28/08/15	108 256	24 %	2.96 %	99.7 %	25
DAY 2 -29/08/15	108 143	25.5 %	6.3 %	99.7 %	33
DAY 3 -30/08/15	108 845	23.8 %	6.1	99.6 %	21
DAY 4 -31/08/15	108 878	23.7 %	5.6 %	99.6 %	24
DAY 5 -01/09*15	109 059	22.4 %	4.5 %	99.6 %	24
DAY 6 -02/09/15	109 199	22 %	5.1 %	99.6 %	27
Average	108 730	23.57 %	5.09 %	99.6 %	25.6

8.4. ESC TV

The format and structure of ESC TV has evolved drastically this year. It was focused solely on science and organised like a news TV station with distinct programmes. Therein, there were nine distinct Broadcast Programmes, each with its own identity. Additionally, Best of ESC Congress 2015 has now become one of those Broadcast Programmes.

Photo 86: ESC TV Square Logotype Square



The main objective of ESC TV is to give an insider look into the scientific sessions and a broad view of the main finding presented.

8.4.1. ESC TV 2015 Quick Facts and Figures

Total Unique Views ESC TV Live Streaming

- Live Streaming 57 499
- YouTube (after one month) 27 816

Total Unique Views Best of ESC Congress 2015

- Live Streaming of Best of ESC Congress 2015 5 978
- YouTube (after one month) 4 375

21% Increase in the Number of Views of Best of ESC Congress 2015

- 4954 in 2014 and 5978 in 2015

65% Increase in Number of Interviews

- 187 interviews were scheduled in total for ESC TV (113 in 2014)

62% Increase in Number of Videos Released During Congress

- 47 videos were released during ESC Congress (29 in 2014)

82% Increase in Number of Edited Interviews

- 140 videos produced (77 in 2014)
- Ten Congress by Topic videos are compilations each containing an average of 4 edited videos

8.4.2. Nine Broadcast Programmes

Scientific Sessions occupy much of the programming and usually last approximately 90 minutes each. After the sessions, edited video content, either in an interview or discussion format, occupy the period between sessions ranging from 15-90 minutes. This footage includes content from the eight other Broadcast Programmes.

These graphics on the right were all animated as part of the ten-second intro and outro of each video to go with each of the nine Broadcast Programmes.

Photo 87: Nine Animated Graphics for ESC TV Broadcast Programme



8.4.2.1. Scientific Sessions

Full sessions, live from London, were available to online participants from Saturday 29 August 2015. ESC TV was launched with six sessions that were streamed online on Saturday. The selection featured sessions for general and primary care practitioners.

This year, session coverage continued past the Congress and from Wednesday 2 September 13:00 users were able to choose key sessions and watch them selectively, along with other Broadcast Programmes, that were available via ESC TV, which streamed directly from the ESC Homepage. During this period just following the Congress, there were 42 videos made available to online participants.

In terms of general statistics:

- 32 Scientific Sessions were broadcast live during the Congress.

Scientific Sessions were released daily and were streamed live via the ESC homepage. Below is a list of all 44 sessions that were available. The ESC TV provided users with a list of all these live sessions.

8.4.2.2. Late Breaking Science

There are interviews filmed just after Hot Line, Clinical Trial Updates (CTUs) and Registry sessions. They are factual interviews whereby a medical journalist poses questions to a speaker and that speaker discusses. Each interview is separated into four parts. The speaker introduces their findings,

discusses the methodology, reveals the main findings and then outlines the conclusions. These interviews are filmed anywhere in the venue by the ESC TV filming crew.

11 Videos + 44 Late Breaking Science interviews that were included in the Congress by Topic compilation

8.4.2.3. ESC Guidelines - CardioTalk

They consist of a panel discussion of three to four experts addressing key messages from ESC Guidelines and how they will impact clinical practices. Chairpersons of ESC Guidelines discuss key messages with reviewers.

5 Videos

8.4.2.4. Experts Words – CardioTalk

In-depth discussions whereby three to four cardiologists share their experiences on clinical practices discussed during the sessions. One chair or speaker from the scientific session discusses with other contributors from the same session.

33 Videos

8.4.2.5. ESC Initiatives – CardioTalk

The videos cover leading actions from the ESC Board, members and affiliates. The ESC associations discuss hot topics and preeminent initiatives. ESC Key Opinion Leaders (KOLs) discuss groundbreaking initiatives, such as the New ESC Research Database: ESC Atlas of Cardiology.

10 Videos (*available to-date*)

8.4.2.6. Young Researchers

A young award winner from previous years, interviews a young abstract presenter from 2015 about his/her abstract. The interviewer is involved in groups representing young communities. Both interviewer and interviewee are aged under 35.

The videos are primarily grouped according to Young Investigator Award (YIA), Clinical Case, Moderated Posters and Best Poster winners whereby they present their abstracts

27 Videos

8.4.2.7. Congress by Day

The aim of this Broadcast Programme is to provide a no-comment recap of each day of the Congress with a selection of the most important events. A new video was released each morning of the Congress covering the previous day.

The hourly reports outline many events taking place throughout the Congress not restricted to scientific sessions. Footage shows key scientific session, the interaction between delegates, KOLs, social events and special sessions and events.

This Broadcast Programme allows online participants to "live" or "re-live" the congress as if they were there. It aims at both cardiologists who could not make it to the Congress, those who would like a recap or those to ensure that did not miss anything.

4 Videos: Days one to four of Congress

8.4.2.8. Congress by Topic

Congress by Topic videos are ten compilations of several edited interviews from Hot Lines, Meet the Trialists and CTUs, which would fall under either the Broadcast Programmes Late Breaking Science or Experts Words.

The Congress by Topic Broadcast Programme discusses the top medical advances by topic, according to the following areas:

- Acute Coronary Syndrome
- Basic Science
- Heart Failure
- Arrhythmias And Pacing
- Hypertension
- Interventional Cardiology And Surgery
- Ischemia And Coronary Artery Disease
- Prevention And Rehabilitation
- Cardiac Imaging
- Valvular Disease-Pericardial Diseases

A pre-selection is made before the Congress. All of the presentations identified pre-congress are filmed and clips are used during the discussions. Key speakers are interviewed and a final selection is made post-congress according to the final results revealed.

English subtitles are available for this Broadcast Programme.

44 edited interviews on Late Breaking Science in ten videos

8.4.3. Filming Locations

There are two stages:

- Main Stage
- Poster Stage

The Poster Stage was used specifically for the Young Researchers interviews.

There were also four floating camera crews capturing top video footage and interviews around the venue. One was focused on obtaining general footage that was primarily used for Congress by Day. The other three crews filmed on-the-spot interviews and were accompanied by a medical journalist to film Late Breaking Science footage.

8.4.4. Best of ESC Congress

A panel of ten experts discuss the top medical advances and their impact on clinical practice. This is filmed the day after the Congress, edited, and released in a live streaming version on Thursday 3 September 2015 at 20:00 CEST.

To increase viewers Best of ESC Congress was separated into six chapters after the Congress with subtitles in nine languages: Chinese, English, French, German, Italian, Japanese, Portuguese, Russian and Spanish. There was no login required to view the live programme this year as in previous years.

8.4.5. Statistics on Viewership

The number of edited videos for Congress 2015 has increased by 82% compared to 2014. 140 edited interviews were produced in 2015, compared to 77, in 2014. There are also a further seven videos scheduled for later publication. More videos will be released in the coming months.

Note that the scientific sessions videos are not included in the number counts above as they are not edited, but rather recorded directly from the lecture rooms.

The following table outlines the evolution of the number of participants for the live event of Best of ESC Congress. With the intention of increasing viewership this year, ESC did not require a login to watch Best of ESC Congress with the intention of removing all barriers that may inhibit people from watching. There is a 21% increase in viewership for the live streaming version compared to 2015.

Table 61: Evolution of Statistics on Viewership of Best of ESC Congress: 2012-2015

Live Event	2012	2013	2014	2015
Live Event	5 226	4 814	4 954	5 978
YouTube	3 029	2 435	5 008	4 375
Total	8 255	7 249	9 962	10 353

In an effort to further increase viewership, there was an emailing campaign launched in October 2015 to promote the inclusion of subtitles in nine languages for the six chapters of Best of ESC Congress. Two key factors should have a positive effect on viewership, compared to 2014:

- reduced length of full length Best of ESC Congress by separating it into chapters
 - 16 % shorter than the full 1 hour and 20 min
 - users can watch the segment that most interests them
- inclusion of subtitles in nine languages on these specialised chapters

The following table outlines the distribution of views by country. It shows the top ten countries comparing 2014 with 2015.

Table 62: Top Ten Countries of Viewers for VOD Version

Ranking	2014	2015
1	France	France
2	Germany	Thailand
3	Netherlands	UK
4	Italy	Germany
5	USA	Poland
6	UK	Italy
7	Spain	Brazil
8	Romania	Egypt
9	Japan	USA
10	Russian Federation	Spain

8.4.6. Online Schedule Available

For the first time in 2015, the schedule of scientific sessions that were to be broadcast on ESC TV were made available to the public two weeks before the Congress. The schedule was available on the ESC TV page. It was also accessible during the Congress under the video window with clickable links for each day that redirected users to the ESC TV page.

The ESC TV website listed all the scientific sessions that were to be broadcast on ESC TV. Due to confusion that the time change could cause because the Congress was in London, the table clearly outlined the Central European time, the time in London and gave users a link where they could automatically consult their local time.

In an effort to provide complete information, users could also click on the session name and they would be redirected to the ESC's SPO system where they could get full details about the session, speakers and timing.

8.5. Web Activities

8.5.1. Dedicated Homepage

A dedicated and rethought web page was created with integration and easy access to Congress News, Congress Reports, ESC Press releases, Webcasts and videos.

8.5.2. Online Publications

Online Publications of :

- Session reports
- Congress news
- Slides
- Webcasts
- ESC TV videos
- Press releases
- Tweets / Live tweets
- Pictures in Facebook

8.5.3. Live Sessions

Live from ESC Congress is the video channel from the ESC Congress on escardio.org. This channel was composed of streamed live sessions and recorded videos from Saturday 29 August to Wednesday 2 September.

The "channel" has been displayed on two different pages in escardio.org:

- Website homepage
- ESC TV webpage

The channel was accessible without any registration and there was no login required.

9. Publications

9.1. First Announcement and Call for Abstracts

It was created to present the main figures, spotlight and key messages on the Congress, including the registration fees and schedule at a glance, welcome text from President and Congress Programme Committee Chair as well as a short presentation about the European Society of Cardiology. The call for abstracts text was included inside with the reasons to submit, the main topics and the key dates.

This flyer was used for promotion during ESC Congress 2014 and on all other congresses and events around the world until mid-February 2015.

It was also sent by post early December to 18 000 contacts (FESC, NFESC and all contacts in the ESC Database who do not want to receive email.)

The flyer was also produced electronically to be used in E-blast and on the web site.

9.2. Advance Programme

Was only available online as an electronic publication presenting the Congress with the scientific sessions (Types and Tracks and pre-arranged programme by Villages/Topics) registration information, Travel and hotels as well as the industry part with a first list of exhibitors. The general video on the Congress was also part of this publication.

The Advance Programme was used for promotion from March to July in E-blast and on the web site

A flyer was produced to promote it with the same layout as the first but highlighting the Scientific Programme instead of the call for abstracts. This flyer was distributed on all congresses and events around the world from March to July.

9.3. Final Programme

It was available in paper format for distribution during the Congress to each delegate as well as in electronic format used on the web site and in an E-blast from Mid-July until the end of the Congress.

It included adverts, also used as adverts in the venue during the Congress on some scientific sessions (My NCS@ESC, A day with the Legends, ESC Clinical Practice Guidelines 2015, Meet the Trialists, Abstracts sessions) and on ESC Congress derivative products (ESC TV, ESC Congress 365, Best of ESC Congress, ESC Congress in Review, ESC 2015 Mobile App).

It also includes adverts and information on ESC and ESC services. The back cover was sold to Daiichi while the third cover was sold to Takeda and this year 2 doubles pages inside the programme were sold to Pfizer and Amgen.

The general part was 82 pages while the scientific part was 568 pages.

As usual, a bookmark was included with the visual, dates and venue of next ESC Congress and industry advert (Actelion).

9.4. Programme @ Glance

This small format publication was again produced this year and included in the badge lanyards for each delegates. It presents the list of sessions by day and by main topics with reference to the Final Programme page numbers for additional information on each session.

It included an advert on ESC Congress 365 and Best of ESC Congress. The back cover was sold to Pfizer.

9.5. Videos

Three main promotional videos were released pre-ESC Congress 2015:

9.5.1.1. General Promotion

A general video promoting ESC Congress (at the end of 2014) using the 'My ESC Congress' concept to highlight the personalisation of the congress experience.

As more and more professionals go through individual registration (as opposed to group registration via industry in the past), it would be interesting to mention that ESC is always there to support them.

Objectives of this video: increase awareness, save the dates, build interest before the opening of the online services in Dec. 2014

<https://youtu.be/HYifCS9ieCc>

9.5.1.2. Abstract Submission

A video promoting abstract submission at ESC Congress (Dec. 2014) highlighting the hard work, time and passion of researchers and abstract submitters and the many benefits for them to present at ESC Congress with the participation of the CPC Chair

<https://youtu.be/BJd8PI8aqDc>

9.5.1.3. Promoting ESC Registration

A video promoting ESC Congress registration highlighting the scientific value and scientific content of the congress to come using the tagline "Wake up your brain"

<https://youtu.be/Nupb5BRhP9A>

9.5.1.4. Visibility of Promotion Videos

These videos were:

- Posted on the ESC YouTube page and other social media
- Posted on different parts of the ESC Web site
- Sent in targeted emailings throughout the year
- Inserted in PowerPoint presentations (for intersession slideshows or slideshow on the ESC stand) at various congresses worldwide

Four additional short videos were developed in national languages in collaboration with the Presidents of the Argentine, Brazil, India and British National Cardiac Societies for tailored messages to these key targeted audiences (via ESC emailings and for inclusion on their website or own emailings).

In addition to these promotional videos, a tutorial video was created for The ESC 2015 mobile app to provide information to better use it (please refer to the ESC 2015 mobile app for figures on these videos).

Number of Views on YouTube as of 23 September 2015

- General video about ESC Congress (A journey to ESC Congress)
Published on 4 Nov. 2014 – 6 452 views
- Call for abstract video
Published on 23 December – 2 856 views
- Video to promote ESC Congress 2015 Registration (Wake up your brain)
Published on 22 April – 5 253 views

With about 14 560 views in total the promotional videos represented a valuable additional communication tool

9.6. Promotion: Barter Agreements

In order to ensure the promotion of ESC Congress 2015 throughout the year to existing and new audience, promotional barter agreements are set up with different entities:

- Congress organisers/Medical associations
- Medical and scientific publishers (e.g. Radcliffe Cardiology, Informa Healthcare, MA Healthcare Limited, European Hospital, DIEurope, Karger, BioMed Central, BIBA Medical, Capital Médical, Schattauer, British Journal of Cardiology)

This led to:

- The shipment of promotional material (mostly flyers) to 100+ medical congresses (mostly for a display on Future Meetings table) in addition to the promotion made during other ESC congresses and events, NCS meetings, GSA or Sister Societies meetings.
- The publication of 110+ ESC Congress 2015 adverts (48 in Non-ESC journals, 71 in ESC journals)
- The use of ESC Congress 2015 banners on 70+ websites or newsletters

In exchange, most of the time, congress organisers and publishers were offered the possibility to display their congress flyers or publications on the Future Meeting table or the Premium Publication rack.

9.6.1. Future Meeting Table

As during ESC Congress 2014, the Future Meetings table was located in an area where no badge was required. The first idea of this table is to offer extra visibility to ESC congresses and meetings. All the ESC congresses posters were on the front board, while other congresses had the possibility to fix their poster on the doors below the table. It is also an opportunity for congresses the ESC has a partnership or an agreement with to display its flyers.

On their way or out, delegates had the opportunity to take away all these flyers.

This year, the layout was improved as brochures racks were displayed to improve visibility and accessibility of the flyers located just below the ESC congresses posters.

Photo 88: Future Meeting Table (1)



Photo 89: Future Meeting Table (2)



9.6.2. Premium Publication Rack

As during ESC Congress 2014, a special rack was installed for premium publications. Last year it was located on the main alley between the Villages and the Exhibition area, this year it was located in the Delegates lounge on the ESC Plaza. Only 11 publications were allowed. The display has been improved to increase the visibility of these partners. Unfortunately, the location was not as good as last year as the Delegate lounge was under used.

Photo 90: Premium Publication Rack (1)



Photo 91: Premium Publication Rack (2)



Photo 92: Premium Publication Rack (3)



Photo 93: Premium Publication Rack (4)



Photo 94: Premium Publication Rack (5)



9.7. Market Research

In 2015 ESC Congress has been conducted, four market researches: three (3) qualitative and one (1) quantitative on-site by an independent market research agency (Shift Learning).

Objective: measuring the delegates' satisfaction with ESC Congress regarding the following four themes.

As a result of these interviews, the market researches were designed to cover the following:

- Digital: What are participants' needs and how can the ESC support them both physically and virtually
- Decision Making Processes: identify the decision makers and understand the actors in the process

- Note Usability: Understand the value and usability of the note-taking functionality during sessions
- FESC Insights

9.7.1. Research objective: Digital (Qualitative Market Research)

Objectives:

- Understand across the various ESC segments (including demographic factors), the interactions between the face-to-face event and digital environment.
- What are participants' needs and how can ESC support it both in the physical and digital environments?
- Understand what needs to be delivered in terms of "Networking" / "Interactivity"

Target Audience: Cardiologists, Scientists (Researchers), Young Cardiologists /Students, Abstract / Poster Presenters, Fellows and Nurses

Method: qualitative in depth interviews conducted on-site in London– around 25 min

- 35 interviews at Congress
- 65 phone interviews after Congress

9.7.2. Research Objective: Decision-making Process (Quantitative Market Research)

Objectives:

- Understand across the various ESC segments (including demographic factors), the decision-making process for attending, including impact of regulatory changes
- Identify the decision-makers and understand the actors in the process
- What are the drivers? Understand the factors in their decision to attend the ESC Congress

Target Audience: Cardiologists, Scientists (Researchers), Young Cardiologists /Students, Abstract / Poster Presenters, Fellows and Nurses

Method : qualitative in depth interviews conducted on-site in London - around 25 min AND Quantitative paper survey – around 6 min

- 15 phone interviews before Congress
- 1 500 interviews: made on-site, paper survey of 30 questions

9.7.3. Research objective: Note Usability - Understand the value and usability of ESC sponsor developed App (Quantitative market research)

Objectives:

- The ESC would like to establish an idea of the use that this App would hold for delegates by conducting some 'usability' research at the congress in London this year.
- ESC sponsors have developed an App which allows delegates to take notes on slides whilst at the congress during sessions

Target Audience: Delegates only

Method : qualitative in depth interviews conducted on-site in London - around 25 min

- 15 interviews at Congress

9.7.4. Research objective: FESC Insights - Understand who the fellows are (qual and quantitative market research)

Objectives:

- What is their education? What is their role in the Cardiology community? What is their career level? What are their career aspirations?
- What motivates them to become a FESC? Why did they apply?
- Is it informal or more structured? What personal and career needs are met for them in becoming a FESC? What does this title mean for them?
- What makes them feel proud to be a FESC? Which kind of recognition do they expect?
- Understand of perceived value of FESC benefits, What will they need as benefits today and in the future?

Target Audience: FESC

Method : qualitative in depth interviews conducted on-site in London - around 25 min AND Quantitative e- survey – around 6 min

- 20 interviews at Congress - around 25 min
- e-survey: to be sent to all FESCs in the database - after the ESC Congress 2015

9.7.5. Market Research Report Timelines

ESC Congress Market Research

- Qualitative (100 Interviews) will be available the 30.10.2015
- Quantitative (1 500 interviews) will be available the 02.10.2015

App Usability

- Qualitative (15 interviews) will be available the 25.09.2015

FESC

- Qualitative (20 interviews) will be available the 25.09.2015
- Quantitative TBC (around January 2016)

10. Hotels and Social Events

10.1. Hotel Accommodation

In general, the allotment per hotel was not sufficient and this was problematic, as the industry tends to require large allotments within the hotels. In addition, the cost of hotel accommodation in general was high.

The housing local agent was KIT GmbH. There was good cooperation and collaboration during the preparation phase and on-site. The industry was in general satisfied except for a few that were not pleased with their procedure and communication. The staff on-site was professional and there were no over bookings.

The European Federation for pharmaceutical companies (EFPIA) uses a traffic light system (coding green, orange or red) to advise their members on congress compliance in the matter of hospitality, scientific programme etc. They raised concern about the ESC offering of a 5* hotel category to delegates which is discouraged under their code. No industry groups took this hotel category, the ESC kept this hotel category in its offer for individuals. EFPIA also questioned the benefit concert that was also mentioned on the website.

Photo 95: Corinthia Hotel



Corinthia Hotel was the ESC Headquarters hotel and accommodated the ESC Board, ESC Past Presidents, CPC coordinators, Gold Medalists, Named Lectures and other VIPs. The hotel was located in the city of London with around 40 minutes travelling distance to the congress venue. Daily morning and evening shuttle service was organised to and from ExCeL. The hotel standards were appreciated by the delegates and the staff was friendly and professional.

A number of conference rooms were booked for ESC meetings mainly held on Friday. Last minute requests were handled in a timely manner.

The Novotel Excel Hotel was the ESC co-Headquarters hotel located within walking distance to the West entrance of ExCeL. The hotel accommodated the CPC members, Press committee, Nominating committee and several other VIPs. The hotel manager and staff were very professional and helpful.

ESC Hotel Accommodation represented a total of **13 501 rooms** booked for the core period:

- 5*: 1 845 rooms
- 4* : 7 658 rooms
- 3* : 2 278 rooms
- 2* : 270 rooms
- Campus: 1 450 rooms (student accommodation)

Around 10 500 rooms were sold and generated a total of **45 419 room** nights.

It is to be noted that only 26 rooms from the Campus contingent were taken up.

10.2. Social Events

ESC Dinner: Friday 28 August at the Banqueting House

- 200 persons confirmed – 180 persons present

Affiliates Dinner: Saturday 29 August at Two Temple Place

- 70 persons confirmed – 57 persons present

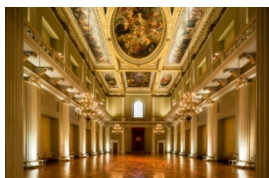
President's Dinner: Monday 31st August at National Portrait Gallery

- 108 persons confirmed – 102 persons present

Benefit Concert: Tuesday 1st September at Cadogan Hall

- 380 persons present - 329 tickets sold

Photo 96: Social Events Venue (1) *Photo 97: Social Events Venue (2)* *Photo 98: Social Events Venue (3)*



10.3. Catering

Leith's was the official Caterer for the Congress. There was good collaboration with the staff prior and during the event. During the preparation phase, there were some delays in responses as the main contact person was often busy with other congresses/events and therefore was not always available to get back to us rapidly.

The staff on-site were pro-active and always managed to adjust to last minute needs and requirements. The overall costs were high in comparison to previous years and attentive negotiations needed to be carried out to lower the costs. It was also necessary to review some quantities and or requirements to stay within the budget. The final invoice was unclear, as it contained no details only the final amount. Receipt of the details enabled us to verify and to notice that a fairly substantial amount was wrongly charged.

Main areas of main catering needs:

Lounges: VIP Lounge, Fellows Lounge, Industry and CRT Lounge, Focus and SSC Lounge, Press area

Adequate catering was ordered and no major problems encountered.

All quantities for catering needs were sufficient even for the Press Working area, usually very busy.

Inaugural Session – Networking Cocktail:

This cocktail was divided in two parts:

- First part prior to the Inaugural Session with only drinks served for 2 000 persons in the Exhibition halls and ESC Plaza.
- Second part after the Inaugural Session with drinks and canapés served for 1 000 persons only in the ESC Plaza. The quantity of drinks and canapés was sufficient.

Staff lunches: The quantity ordered based on 200 persons was adequate. There was positive feedback from the staff regarding the quality of the food.

10.4. Transport Ticket Sales



Visitor Oyster card transport tickets were used. This was a little more complicated as it is a “pay as you go” system. Therefore, the cards needed to be prepared with an adequate credit to cover at least 4 return journeys (hotel to ExCeL). The maximum cap per day is 7,50£, so the cards were credited with 30£ in order to cover 4 days.

The cost of transport and the transport card is higher than in most other cities. Furthermore a strict usage of the Visitor Oyster Card (touch in and touch out for every travel) needed to be respected in order to avoid a substantial penalty amount deducted from the card's credit.

Cards with no credit left could be recharged at any station and could be re-used for any future trip to London.

Tickets sold prior to the Congress to groups:

- 6 181 Oyster Cards 4 days

Tickets sold prior to the Congress to individuals:

- 3 188 Oyster Cards 4 days

Tickets sold on-site:

- 2 056 Oyster cards 4 days

Total transport tickets sold:

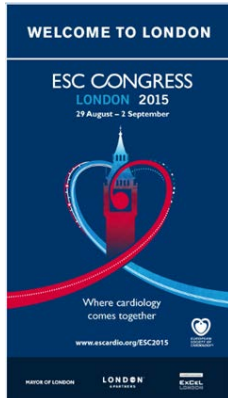
- 11 425 Oyster Cards 4 days
- 1 363 Oyster Cards 3 days

11. City Marketing

London & Partners provided valuable support prior and during the congress.

11.1. At the Airport

Photo 99: Digital Posters at the Airport



London & Partners organised :

- Digital posters at the main travel entry points : Airports; St Pancras for Eurostar; Paddington
- Large poster sites on roads from Heathrow – A4

Photo 100: Motorway Billboard



11.2. In the City

Due to city regulations, it was not possible to hang street or pole congress banners in the city. However, London and Partners managed to get a congress visual on the famous Trafalgar Square.

Photo 101: Posters in Public Transport System



With the help of London & Partners ESC secured space on Tube and DLR stations for display of ESC Congress posters with travel information.

Photo 102: London & Partners Initiative: The London Heart Trail



London & Partner's Initiative: The London Heart Trail. The aim was to create public awareness on how to have a healthy heart and to have this ready end of August to correspond with ESC congress.

11.3. At the Congress Centre

London & Partners staff present at the Information desks providing general city information on London.

London & Partners also organised to have staff from TFL to be of assistance at the Transport Ticket desks.

11.4. City Support

No venues for social events were supported by the city.

- **City Map**

*Photo 103: London City Map
in Congress Bags*



London city maps were provided for all the delegates and inserted in the congress bags.

London & Partners produced a sticker with the ESC logo and useful information links.

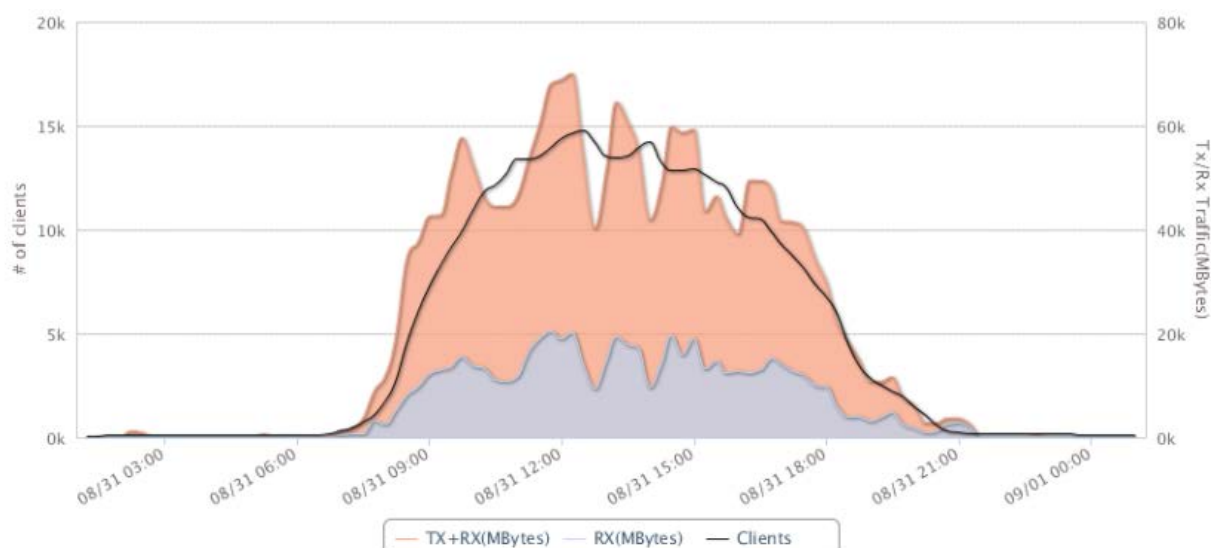
12. IT Highlight

12.1. Wi-Fi

As usual, Free Wi-Fi was provided all over the venue for participants.

ESC used London Excel's permanent Wi-Fi infrastructure and beat the Venue's record in term of maximum simultaneous clients.

Maximum users' peak was over 14 000 users at a time (Tuesday 1st September at around 12:00): this is a new record for ESC Congress also.



12.2. Self Printing Badges and Certificates and Self Registration

This year again, participants had the possibility to self-register on-site through **four** self registration stations at the main registration desk, and they could print their badge/certificate on-site on **12** self badge/certificate printing stations by scanning their voucher (to print a badge) or their badge (to print a certificate).

Type of Service	2014	2015
Self Registration	389	346
Self Registration Roma 2016		52
Self Badge Printing	8 586	9 910
Self Badge Certificate	11 469	13 513

12.3. Presentation Management System

More than 5123 slides (including ePosters) (size: 10.6 Gb) and 2752 videos (size: 690 Gb) were uploaded on Congress 365 platform.

200 presentations (400 videos – 48 Gb) were also uploaded for industry partners on the Box.com platform

32 live stream channels were implemented for diffusion on the ESC web site (Industry and ESC sessions).

13. New Initiatives

13.1. ESC ACTIVE

13.1.1. Evolution of the Project

- September 2014 Presentation to ESC CEO
- December 2014 Presentation to CODIR
- March 2015 Announcement of Project to the Board
- March 2015 Supporting communication (video) brand creation "ESC ACTIVE"
- March- June 2015 Product Development and price optimisation research
- ESC Congress 2015 Launch of the product line and presentation to cardiologists

13.1.2. Logistical Management of the product ESC ACTIVE

- Delivery, storage, database creation and inventory preparation Congress
- Global Management throughout the duration of the Congress
- Management of inventory
- Estimation of hidden costs for the entire project

The following tables outline data concerning merchandise purchased and sold, wholesale and retail price margins, and types of clothing and accessories sold.

13.1.3. Perception

- The concept has completely been integrated by participating members and non-members
- There should keep a specific price for ESC Congress
- Sale of women's products was a great success